JOHN BULL, JUNE 11, 1927

Vol. XLI. No. 1095

48 PAGES

OVER A MILLION

TWOPENCE

JOHN BULL

Our 21st Birthday Number June 11-1927

WORLD'S GREATEST FREE INSURANCE

See page 2.

THE WONDERFUL P.M. FILAMENT

A master filament

huge in proportions and gigantic in emission surface . . . tough and always ductile so that it may be tied in knots . . . proved by National Physical Laboratory Test to be constant and lasting . . . gives majestic volume free from microphonic noise . . . too economical even to glow . . . a wonderful filament . . . obtainable only in Mullard P.M. Valves.

British made in a British factory

For radio

Mullard

THE · MASTER · VALVE

Advt. The Mullard Wireless Service Co., Ltd., Mullard House, Denmark St., London, W.C.2.

JOHN BULL'S GREAT FREE INSURANCE GIFT

JOHN BULL Pays TWO £125 INSURANCE BENEFITS FOR LOSS OF EYE

A few of the HOME ACCIDENT BENEFITS PAID THIS WEEK

£12 ILFORD.—Mrs. J. E. CASHFORD, 12, Aldborough Cotts., High Rd.

£12 HACKNEY, E.8.—Mrs. C. E. GEARING, 120, Shacklewell Lane

£12 BRIDGEND, GLAM.—Mrs. E. STARKE, £5, Meadow St.

£12 BUCKHOLT, MON.—Mrs. B. COOK, "Sunny Bank."

£12 ABERDEEN.—Mrs. E. L. BAXTER, 7, Carvock St.

£12 ELIE, FIFE.—Miss N. S. KEDDIE, Inglisfield.

£12 FOLKESTONE.—Mr. A. COLE, 83, Marshall St.

£12 BIRMINGHAM.—Mrs. A. E. GRIMES, 112, Wigorn Rd., Beerwood.

£12 CARNFORTH.—Mrs. S. WRIGHT, 3, North Rd.

£12 NEWTON ABBOT.—Mrs. M. E. WINSOR, 33, Wolborough St.

£12 PATELEY BRIDGE.—Mrs. L. A. PARKER, Park View Cafe.

£12 WEST BROMWICH.—Mrs. A. BULLOCK, 156, Gt. Bridge St.

£12 GWALCHMAI.—Mrs. M. THOMPSON, Tragdy.

£12 ROSLIN.—Mrs. B. W. SIMPSON, Springfield Pl.

£12 NORWICH.—Mrs. E. FELSTEAD, 134, Armes St.

£12 WALTHAMSTOW.—Mrs. H. A. HUGHES, 48, Arkley Rd.

£12 BLACKPOOL.—Mrs. H. BONNY, 4a, Hawes Side Lane, Marton.

£12 TREDEGAR, MON.—Mrs. M. A. JENKINS, 31, Queen Victoria St.

£12 LONDON, S.E.—Mrs. C. MILNE, 67, Aldred Rd.

£12 FALMOUTH.—Mrs. E. LENDERYOU, 25, Berkeley Cotts.

£125

To Mrs. E. M. MAYL, Baydon Road, Lambourn, Berks, who was chopping wood indoors when a piece flew up smashing her glasses and blotting out the sight of her eye for ever.

£125

To Mrs. J. WOODS, Ramridge End, Stopsley, Nr. Luton, who was also chopping wood, a piece piercing her left eye with the same terrible consequences.

£12 MANCHESTER.—Mrs. S. E. LANCELOTT, 116, Teignmouth St., Collyhurst.

£12 PORT TALBOT.—Mrs. M. LLEWELYN, 10, Melyn St., Glyncorrwg.

£12 HUDDERSFIELD.—Mrs. M. J. PARKER, 17, Brooks Bldgs., Marsh

£12 HULL.—Mrs. M. TURNER, 11, Leo Terrace, Waterloo St.

£12 BIRMINGHAM.—Mrs. S. A. HARRISON, 69, St. Clements Rd., Nechells.

£12 NELSON, LANCS.—Mrs. M. CRABTREE, 90, Leeds Rd.

£12 FULHAM, S.W.6.—Mrs. E. A. LEEDHAM, 7, Lindrop St.

£12 WORKSOP.—Mrs. E. PERKINS, 221, Carlton Rd.

£12 HULL.—Mrs. T. E. OSBORNE, 1 Lorne Terr.

£12 BELFAST.—WM. YOUNG, 45, Palmer St.

£12 GLASGOW.—Mrs. J. C. HIGGINS, 77, Cranston St.

£12 BEAUMARIS.—Miss G. JONES, Bryn Lodge.

£12 SHEFFIELD.—G. E. HARE, 36, Robertshaw St.

£12 BANGOR, N.W.—Mrs. M. B. OWEN, 46, Glanrafon.

£12 LEYTON, E.10.—Mrs. I. MILLER, 92, Dunedin Rd.

£12 DURHAM.—Mrs. A. MOSEBY, 26, Ascot St., Esdngton Coll.

£12 SALOP.—Mr. W. SUMNER, 5, Havana Cottages, Whitechurch.

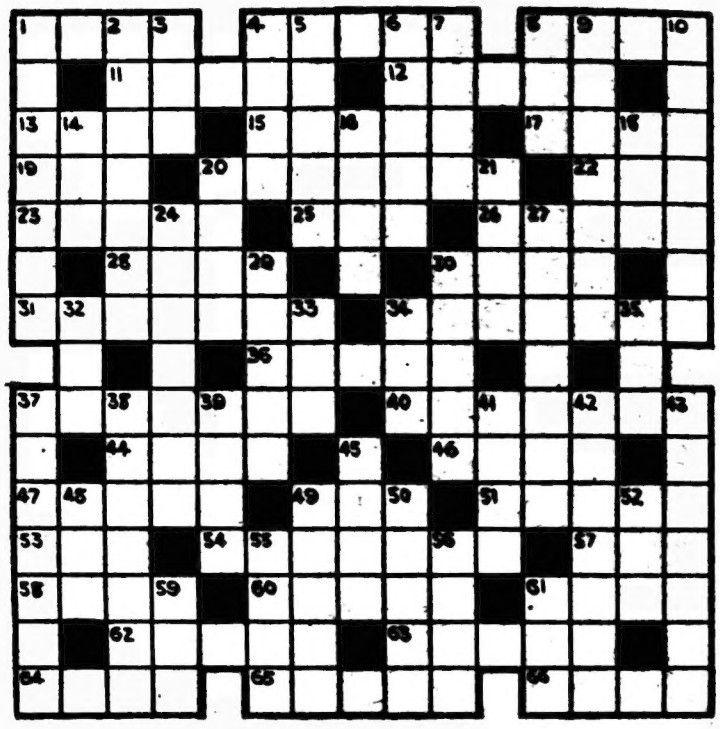
£12 COALPIT HEATH, Nr. BRISTOL.—Mrs. E. M. LUTON.

£12 NEWPORT, MON.—Mrs. S. J. WEBB, 20, Hill Parade.

£12 MERTHYR.—Mrs. A. G. HOPKINS, 14, The Parade.

Our Cross-Word Corner

Try Your Skill!



CLUES DOWN.

1. Beaten track.
2. Vexatious.
3. Untruth.
4. Footwear.
5. Complete.
6. Kind of material.
7. Human organs.
8. Bovine animal.
9. Used for dyeing.
10. Occurs.
14. Atmosphere
16. To believe.
18. Wickedness
20. Wait for settlement.
21. Render unconscious.
24. Cultivation.
27. Attractive.
29. A small anchor.
30. Rustic.
32. Wrath.
33. Northern river.
34. Label.
35. Shelter.
37. To trickle.
38. Gnawing animals.
39. Nearest.
41. Be carried.
42. God of the sea.
43. Idle gossiper.
45. A narcotic.
48. Born.
49. Main artery.
50. Cutting instrument.
52. Greasy liquid.
55. Hasty.
56. Arrayed.
59. A speck.
61. Immerse.

CLUES ACROSS.

1. A bucket.
4. A retinue.
8. Money.
11. Correct.
12. A vehicle.
13. To receive.
15. Aquatic animal.
17. Small bundle of straw.
19. Possessive pronoun.
20. Noble-woman.
22. Part of the mouth.
23. Composed.
25. Lineal measure.
26. Strong thread.
28. Weasel-like animal.
30. Destruction
31. Gave up.
34. Subterranean passages.
36. To hinder.
37. To disorder.
40. Hereditary rank.
44. Architectural moulding.
46. Viscous substance.
47. Table of contents.
49. A chest.
51. Regimental headquarters.
53. Insect.
54. To punish severely.
57. Small bird.
58. To curve.
60. White clay.
61. Stupid.
62. Scorched bread.
63. Thief trainer.
64. The Orient.
65. Detested.
66. An equal.

The solution to our last week's Puzzle will be found on page 30.

CUT HERE.

PLEASE WRITE CLEARLY.

POST THIS COUPON TO "JOHN BULL."

To "John Bull" Registration Department, Long Acre, London, W.C.2

I have sent an order form to my newsagent for the regular weekly delivery of JOHN BULL. Please register me as a regular reader.

Reader's Name..... Age.....
in full. (CAPITAL LETTERS.)

Address .....

.....

Reader's Signature.....

Name and Address of Newsagent.....

.....

Date.....

Use ½d. stamp. Don't seal envelope. A certificate setting out the full benefits and conditions and certifying registration will be sent if ½d. stamped addressed envelope is enclosed for return.

J.B. 11/6/27.

CUT HERE.

PLEASE WRITE CLEARLY.

HAND THIS COUPON TO YOUR NEWSAGENT.

To (Name of Newsagent).....

Address .....

.....

Please deliver or reserve JOHN BULL for me weekly until further notice.

Signature .....

Address .....

Date.....

J.B. 11/6/27.

JOHN BULL Pen Coupon—Value 2/-

This Coupon will be accepted as 2d. in part payment of the "John Bull" 5/- Lever Self-Filler Pen with which is presented FREE a 2/6 Ever-Pointed Pencil. Additional Coupons in any number up to five (six in all), ANY DATES, may be cut from "John Bull" and will be accepted in part payment. Thus you may send six Coupons and p.o. for 4/3 (which includes postage and insurance). Pocket Clip, 3d. extra. Cross cheque/p.o. "& Co." and make payable to "John Bull." State if fine—medium—broad nib required.

JOHN BULL, Pen Dept., Long Acre, London, W.C.2.

John Bull's Wonderful Pen Offer!

"I can say without hesitation that the 'John Bull' Pen is truly worth 15s. The Pencil also is good value."—H. W. PRITH, 39, Brereton Road, Rugeley.

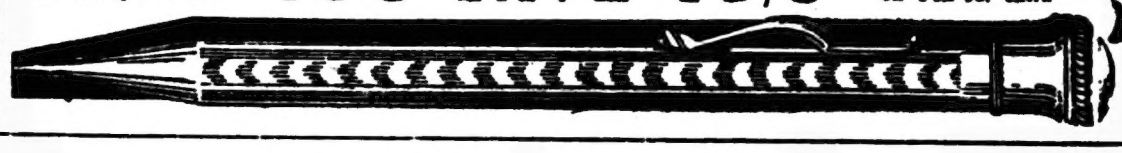
The "John Bull" Pen fitted with 14 ct. Solid Gold Nib iridium tip worth 15/-
2/6 "Everpointed" Pencil with refills FREE 2/6
TOTAL VALUE 17/6

You send Six Coupons and P.O. for 4/- (plus 3d. postage and insurance) 4/-

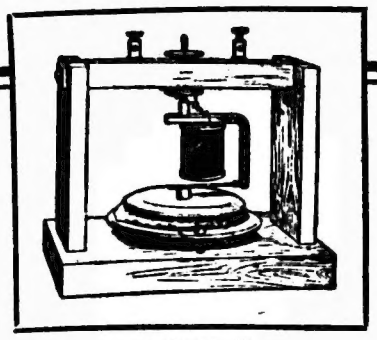
Money refunded if not entirely satisfied.

YOU SAVE 13/6

Name engraved in Gold on Pen 6d. extra



2/6 'EVERPOINTED' PENCIL FREE



1876

51 years.... Not on the phone yet? You are behind the times!

THE TELEPHONE COSTS:

NOTHING to instal.

NOTHING for the calls you receive.

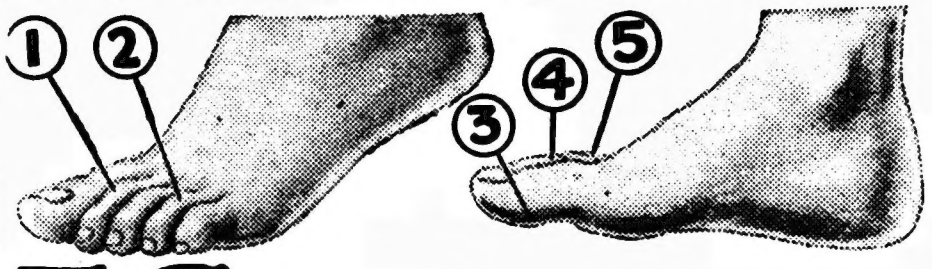
A PENNY for each local call you make.

2/6 A WEEK for rental. Even less outside London area.

1927

Write for the Free Booklet to-day!

TELEPHONE DEVELOPMENT ASSOCIATION,
10, Bedford Street, Strand, London, W.C.
Telephone: Regent 6224-5.



5 Corns of long standing removed

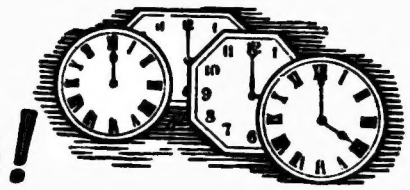
It doesn't matter how many corns distress you or the length of time they have plagued your feet—the corn has not been born that Radox footbaths will not remove, root and all. Read this latest Radox exploit; five long-standing corns removed easily after a few Radox footbaths. Truly, as this lady says, "Radox Bath Salts are worth their weight in gold to corn sufferers."

"I had three corns on my right foot, one was under my big toe, and I had two very bad corns on my left foot. I have been a sufferer for years. One day I was told about Radox Bath Salts. I got a packet and bathed my feet every night for a week, and then I only bathed them three times a week. Now I am thankful to say I have no corns. I removed them quite easily. I hope every sufferer from corns will get a packet of Radox Bath Salts, for they are worth their weight in gold to corn sufferers." (Mrs.) C.
23rd April, 1927.

When you put your feet into a footbath containing Radox the salts soften the hard outer layers of the corn, and the oxygen which Radox liberates enters the pores, opens them, and penetrates further and further, carrying the corn-softening salts right to the root of the corn, which is thus loosened so that it may be lifted out bodily. The life-giving oxygen leaves the feet clean and healthy.

1/6 *Half Pound Pink Packet.*

Radox Bath Salts
ive your feet that "Kruschen feeling."



FOUR HOURS!

——for the mixing!

For four hours the ingredients used in Gibbs Shaving Cream are mixed in a steam-jacketed Crutching Pan. That would be considered a needlessly long operation for any ordinary product; but it is just one of the reasons why Gibbs Shaving Cream is extraordinarily and consistently good. Little discoveries such as this emerged from years of research to give you this perfect Shaving Cream—the cream of shaves. Now start a course of luxury shaving.

FREE
Trial Tube & Stick
Send now for generous Trial Tube of Gibbs Shaving Cream and Trial Stick of Gibbs Cold Cream Shaving Soap. The Stick is made with the same care, to give the same delightful results as the Shaving Cream. Just send name and address with 3d. in stamps to cover postage and packing to:
D. & W. GIBBS LTD.
(Dept 115V)
Cold Cream Soap Works,
London, E.1

Gibbs SHAVING CREAM
The Cream of Shaves
In Tubes 1/- and 1/6
British made

WHEN SENDING
Write name and address in block letters. Give exact description of goods required. Send money and Treasury Notes by registered post. Always mention JOHN BULL

THE MAIL ORDER MARKET

A Perfect Postal Service for Bargain Hunters

PAY FOR YOUR NEW SUIT AS YOU WEAR IT

Gent's Suits made to measure in the latest styles of cloth, perfectly tailored. Pay 7/6 down and the rest in easy monthly instalments until you have paid in all **52/6**

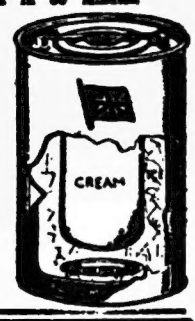
Before placing your order elsewhere write for Patterns, Catalogue and simple Self-measurement Form.

J. B. THORNE & Co
28, LANGHAM ST., LONDON, W.1.

Make Your Own ICE CREAM

8/6 BRINGS IT IMMEDIATELY.

A Quart of Delicious and Pure Ice Cream in 30 minutes.
No Turning.
No Bother.



THE British "Rapid" Vacuum Ice Cream Freezer is a marvel of simplicity. Be independent of shops and supply the family at half the usual cost. Send to-day 8/6 and 1/- for carr., then a final payment of 8/6 within 7 days of receipt. Cash price 16/6 post free. Recipe Book and Simple Directions given with each Freezer.

J. S. M. Co.,
248, Prairieville Road, London, N.1.

Wonderful offer of LIFE-SIZE BROMIDE ENLARGEMENTS ONLY 1/9

PORTRAITS, HOLIDAY SNAPS, PHOTOS OF PETS, LANDSCAPES, Etc.

Send any Photo (or negative) and we will return in a few days, Post & Packing Free, a beautiful life-size Enlargement, 20 ins. x 16 ins. (or smaller if desired) that will really delight you, faithfully reproduced and guaranteed permanent. Great care taken of originals. Groups the same price. Thousands of unsolicited Testimonials. Tell your friends. Superfine quality, absolutely unobtainable elsewhere at so low a price: 4 Enlargements for 6/-.

Developing and Printing—Prices on application.

GREENS (Dept. JB), 14, NEW OXFORD STREET, LONDON, W.C.1.

THIS SUPERIOR CHARLESTON UKULELE

Ideal for Summer Outings.

FOR **2/6**

COMPLETE PLAYING DOWN AND TUITION OUTFIT.

Make your Holidays jolly days with this glorious Jazz Instrument. With Self-Tutor you can play the popular Plantation Melodies in one hour. Handsome instrument, mahogany-polished Cedar, curved back, natural Cedar finger-board with m-o-pearl inlay, rosewood pegs. 2/6 with order, 2/6 on Sat. following receipt of instrument, then 5 weekly payments of 2/ (15/- in all). SEND TO-DAY.

V. HAND & CO., 20, New Oxford Street, London, W.C.1.

6/- NOW SMART SHOES ON EASY TERMS

Why pay cash and shops profits, too? We supply public direct and guarantee every pair we sell. The fashionable models illustrated are supplied in all leathers and sizes. Not job line. Sent for 6/- down and balance in 2 monthly payments of 5/- (16/- in all), cash price 15/-.

State size when ordering. Satisfaction always, or money back. Write for catalogue.

H. J. WARWICK & CO., Chandos House, Buckingham Gate, London, S.W.1

Make More Money

WONDERFUL PROFITS IN SWEETS.

SWEET MAKING TAUGHT personally or by mail. Distance no object. Wonderful new system, quick and easily learnt. Practically no outlay. Kitchen Utensils only required, except Thermometer. Money can be made in spare time, supplying shops with pure unadulterated sweets. Call or write and get particulars of wonderful opportunity. Openings everywhere, city or country, and success guaranteed. 2d. stamp, particulars.—LIBERTY CANDY CO., Dept. J.B., Summit House, Langham Place, Regent Street, London, W.1.

GEORGE SMITH'S Gents SUITS from 35/-

From 1/6 A WEEK.

LONDON'S BEST CHOICE. 120 different suits offered

FREE PATTERN RANGES

Latest Shades. Expert Cutters PERFECT FIT guaranteed. Dress well inexpensively. Lowest Easy Terms. Small first payment secures. Write NOW. *Dept. S.B.4.*

GEORGE SMITH (Clapham Junction) LTD. LONDON, S.W.11.

LONDON'S LATEST FASHIONS

BIGGEST VALUE IN FLOOR COVERING

NOTE NEW LOW PRICES

72 SQ. FT. *for* **15/-**

THICKER THAN LINOLEUM. Waterproof, Rotproof and Sanitary. For either Brick, Stone, Concrete, or Wood Floors. Being Stainless, a damp cloth is all that is required to clean it. In rolls containing 72 square feet for 15/-. Longer lengths pro rata.

ALL ROLLS ARE TWO YARDS WIDE.

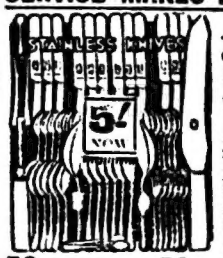
SEND FOR FREE SAMPLES.

J. B. ANDREWS & SONS, 20, Castor Street, London, S.E. 17.

PAROLEUM

THE GRAVES STAINLESS CUTLERY

SERVICE MAKES FOOD ATTRACTIVE.



A good Meal deserves a good Knife and Fork.

WORLD'S FINEST VALUE.

1 pr D'ble Shear Steel Carvers Ivorette handles, 6 Stainless Tble Knvs, and 6 Stainless Dessert Knives, Ivory grained handles. Blades can be sharpened to razor-like edge. 3 Tble Spns, 6 Dessrt Spns, 6 Tea Spns, 6 Egg Spns, 6 Tble Forks, 6 Dessert Forks, 1 Sugar Spoon, 1pr Sugar Tongs, 1 Jam Spoon, 1 Salt Spoon, all of Columbian Silver which is always white

Write for Catalogue.

50 PIECES FOR 50/-

TERMS: 5/- now and 5/- monthly. Five per cent discount allowed for cash. Approval in your home. J. G. GRAVES Ltd. Sheffield

PLUS FOUR SUITS 48/6

Scotch made from pure all-wool Homespun Tweeds, 50 varities of fashionable weaves & colourings. Perfect tailoring & accurate fit. For sizes 35 to 45 inch chest.

ST. ENOCH HOUSE
(R. W. Forsyth, Ltd.)
ARGYLE STREET, GLASGOW.

15/- PER ROLL OF 81 SQ. FT.

The cheapest *and* the most beautiful floor covering in the world, direct to you at manufacturer's prices—hard wearing, easily cleaned, damp-proof, and all rolls 2 yards wide—th..t's

ARTOLEUM
BETTER THAN LINOLEUM

SAMPLES and Coloured Price Lists FREE

J. LLOYD'S, Artoleum House, 88, Gray's Inn Road, W.C.1

5/- NOW

THIS FINE GRAMOPHONE BARGAIN OFFER IS UNRIVALLED.

Fully warranted British-made Hornless Gramophone, polished Oak Cabinet, powerful & silent Motor, 10in Turntable, Taper Tone Arm, natural tone reproducer and Ten brilliant Selections, for £3:10:0

TERMS: Send 5/- now, and 11 monthly payments of 5/- Fullest Approval. Catalogue & Record List Post Free.

J. G. GRAVES Ltd. SHEFFIELD.

GRAVES GRAMOPHONES

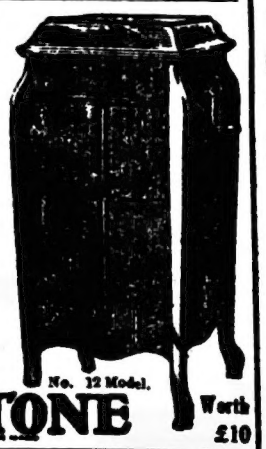
DIRECT FROM FACTORY 5·7·6

Carriage Paid U.K.

or £1:0:0 down and 11 monthly instalments of 9/-

Handsome Cabinet, beautifully Oak finished, and possessing an unusually pure tone and great volume. A delight both to eye and ear. Strong DOUBLE SPRING 3-record motor. Write for new Catalogue NOW or examine full range of models at

CABINET GRAMOPHONE CO. (Dept. J.B. 56), 73, Camden Road, London, N.W.1. 'Phone: North 2325. *Also 149, High St. (N), E. Ham*



No. 12 Model.

FULLOTONE Worth £10

GRAVES WIRELESS BARGAIN

This highly efficient 2-Valve Loud Speaker Set is the finest Wireless Value ever offered

10/6 NOW

Volume and quality of tone are unsurpassed. Simplicity itself. With coils for long & short wave-lengths. CABINET of polished Oak, & components of highest quality. Dull Emitter Valves, with patent valve holders, &c.; H.T. Battery, 2-volt accumulator; Loud Speaker of exclusive design with improved mica diaphragm; and complete Aerial Outfit, £7:17:6

Terms: 10/6 now, 10/6 Monthly. Catalogue Post Free. J.G. Graves Ltd. Sheffield

FREEMANS Celebrated SPARE TIME AGENCY

CASH OR CREDIT

Boots, Gent's and Ladies' Clothing, Suits, Coats, Costumes & Underwear, Carpets, Lino, Drapery, Gramophones, Wireless, Blankets, Jewellery, Watches, Clocks, China, Toys, Baby Carriages, etc.

Men in regular employment appointed as Agents.

Largest stock in the trade. Utmost supply of samples. Highest Commission paid.

NO OUTLAY. ALL PROFIT. Enquiries for Agency Invited

LAVENDER HILL, LONDON.

2/6 POSTAGE 4d COSY BEDROOM SLIPPERS

RICH silky quilted pattern in 6 delightful shades—Rose, Saxe-Blue, Gold, Silver, Heliotrope and Black, with pom-poms to match. Fine strong woven cord soles. Nicely lined and well finished. To-day's value 3/11. OUR PRICE 2/6 (postage 4d.). All fees, 2—6. Send for a pair to-day. *Money back if not delighted*

Please state size and give choice of 2 colours.

WILLIAMS & ANTILL, Berners House, 47-48, Berners St., London, W.1.

THE WORLD'S GREATEST CYCLE OFFER

8/- NOW

£10 FOR £6

The frame of the Graves 'Speed King' Cycle is rust proofed, enamelled Black & Coach lined by hand & supplied all Black if desired. Fitted with

B.S.A. 3-SPEED GEAR
DUNLOP Beaded-edge Cord Tyres
RENOLD CHAIN
MIDDLEMORE'S Three Coil Spring Saddle

Lady's or Gent's model same price. Carriage Paid. Terms: 8/- now, & 8/- monthly. Complete Approval

10 YEARS WARRANTY

£8:8:0

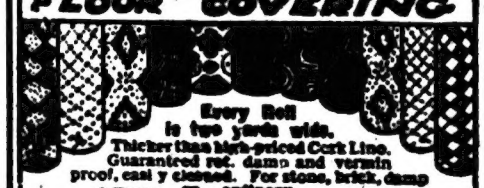
Catalogue Post Free. J. G. Graves Ltd. Sheffield

Say you saw it in JOHN BULL.

JOHN BULL
Advertisers give Satisfaction —I Guarantee it!

Take my word. Support the Advertisers in your favourite Weekly.

HYDROLEUM FLOOR COVERING



Every Roll is two yards wide. Thicker than high-priced Cork Lino. Guaranteed rot, damp and vermin proof, easily cleaned. For stone, brick, damp or ordinary wooden floors. Send for free samples.

PRICE ONLY 15/- PER ROLL OF 72 SQUARE FEET

HAWKEN & Co. DEPT. 122 WARDOUR ST. & 41 LONDON, W.1.

STYLISH LOUNGE SUITS

FINEST VALUE IN THE TRADE.

7/6 NOW

Our simple self-measurement Form enables you to furnish us with your correct measures, and we guarantee to supply a stylish well-fitting garment.

We Deliver the Graves 50/- suit to approved orders for 7/6 with order. Balance in monthly payments, if satisfied. Money refunded if disappointed.

Patterns Post Free. Send post card for patterns cut from actual cloth, together from which suits are made. Prices from 50/-

J. G. GRAVES Ltd. SHEFFIELD.

SMALL ADS. WORTH WATCHING

Prepaid Rate: 9s. per line averaging six words. Minimum Charge, 27s.

Address: The Advertisement Manager, "John Bull," 57-59, Long Acre, London, W.C.2.

CHEAP PRINTING.—1,000 Billheads fr. 5/6. Handbills fr. 7/6. Memos., Business Cards, etc. Samp. free.—Creteway Press, 8, Buxted, Sussex.

BARGAIN SALES.

PRIVATE BARGAINS IN THOUSANDS!—Few things are so fascinating as looking through the tremendous collection of private offers in "The Bazaar, Exchange and Mart," 3d. all newsagents, every Thursday and Saturday. Bargains in everything offered for sale or exchange. Send a postcard now for free specimen copy.—J. B. Burt, 54, Fetter Lane, London, E.C.4.

WALLPAPERS direct from 2½d. per roll. Send for patterns post free.— West Riding Wallpaper Co., 52, Trinity Street, Leeds.

CHINA FROM WORKS.—Home Outfits, 32/6. Badged ware, etc. Keenest prices. Clubs, Safes, Schools, Bazaars, Merchants. Cat. free. Satisfaction guaranteed.—Liverpool Pottery, Burslem.

FREE PRIZES!—H. Samuel gives a prize gift with every article purchased from his Big Book of 3,000 Bargains. Buy direct from the Factory and save half. Month's full trial and money back if not satisfied. Solid Gold Bracelet Watches from 29/6; cases of Carvers, Ivorine Handles, Sheffield Steel, 10/9; usual price, 15/-. Write to-day for the Free Bargain Book and particulars of Free Prizes. — H. SAMUEL, LTD. (Dept. 199), Market Street, Manchester.

CHINA for Households, Churches, Schools, Institutions, Caterers. Factory prices. 24 years' reputation. 48-p. Coloured Cat. FREE.—Century Pottery, Dept. 120, Burslem, Staffs. Est. 1903.

BEDDING & TOWELS. Buy direct. Quality and prices unbeatable. Write for price list.—Bridge Street Mill Co., Heywood, Lancs.

MAKE your own ice cream with the simple Freezer described in the advt. on page 4. Why pay shop prices for inferior ice cream when you can supply the family with delicious ice at half the cost?

TWO GREAT RECORD-BREAKERS

JACK HOBBS, the famous batsman, has broken the World's record for century making, just as the famous Berkeley has broken the World's record for comfort, durability, and value. It is fitting that this famous batsman should take his ease in this equally famous Chair.

Two years ago he wrote: "The Berkeley Easy Chair is everything you claim for it — it is a sound, solid and comfortable friend."

And again recently: "The Berkeley Easy Chair is still giving every satisfaction and it is in splendid condition."

Berkeley (REG'D)

H. J. SEARLE & SON, (1926) LTD.

(Dept. J.B.) 70-78, OLD KENT ROAD, LONDON, S.E.1.

Branch Showrooms: 133, Victoria St., Westminster, S.W.1; The Arcade, CROYDON; *and* 16, The Parade, WATFORD.

NEW CASH PRICE **78/6** or 24 : 2 : 6:— 10/- with order & balance 10/- monthly

SOLD UNDER OUR USUAL GUARANTEE of Money-Back if not satisfied. Delivered Free in England & Wales (Scotland 5/- extra).

Write NOW for FREE Patterns.

LOOSE COVERS *from* **16/6**

FOR SMALL TRADERS, SHOPKEEPERS.

MONEY-MAKING Bargains for Shopkeepers and Beginners. — Sell manufacturers' clearing lines and travellers' samples in General Drapery much below ordinary price. Big profit certain. Wholesale Catalogue free. — Wolfson's Warehouse, 48, Thomas Street, Manchester.

THE BEST HOUSE In the Kingdom for Wholesale Drapery, Bargains in Stockings, Pants, Ready-mades, Travellers' Samples, etc. Oldest, Cheapest and Best. Write to-day for Catalogue and Original A.B.C. Guide Post free.—Cochrane's Wholesale Warehouse, 3, Victoria Bridge, Manchester.

DRAPERY (Wholesale), all descriptions, also remnants, parcels from £1. List free. — H. Clegg (Dept. B.), High Street, Manchester.

RETAILERS, Marketmen and Beginners, don't delay writing for our free Illustrated Catalogue containing bargains in all classes of Drapery Goods.—S. Mosco (Dept. J.B.), 8, Lever Street, Piccadilly, Manchester.

CHEAPEST Wholesale House for Beginners for drapery, hosiery, boots, clothing, etc. Send for free cat.—H. Marks, 66, Houndsditch, E.1.

AGENTS WANTED.

EARN £2 to £5 weekly. Run a Bed-clothing club amongst friends. No outlay. Partics. free. —Carlisle Mills Co., 11, Birstall, Leeds.

MAKE £5 WEEKLY in your spare time by selling Colourgraphs. Pleasant work, either sex. Get busy now, season commencing. Agents required in all parts of country. Write free particulars.—Chilcott & Co., Ltd., 6, Holborn Viaduct, E.C.1.

EARN £3 to £5 weekly. Run Bed-clothing Clubs amongst friends. NO OUTLAY. Parties. free.—Grove Mills Co., Dept. M., Birstall, Leeds.

200 PER CENT. PROFIT selling novel Toilet preparations amongst friends.—Send 6d. sample and partics., Angehrn, 53, Victoria St., S.W.1.

EXPERIENCED Subscription Agents wanted to carry additional trade paper on generous terms. Write fully.—Dept. S.M.S., 45, Shoe Lane, E.C.4.

EMPLOYMENT.

KNITTERS wanted to work Golden Fleece Knitting Machines at home; guaranteed wage for output, experience not necessary. Send 1d. stamp for prospectus.—S. B. M. Co., Dept. 198, 91, Clerkenwell Road, E.C.1.

MOTOR DRIVERS WANTED. LET US TRAIN YOU. Smart young men to qualify for well-paid positions (introductions, guaranteed). Over 60 letters of thanks a week from past pupils. Call and read them. The B.S.M. gives the best training and secures the best positions. Special inclusive fees. Call or write for further particulars. Act now! — British School of Motoring, Ltd. (estab. 17 years). Head Offices, 5, Coventry St., Piccadilly, W.1.

PART-TIME AGENCY — Splendid opportunity offered persons in regular employment to sell Clothing, Boots, Drapery, etc. Cash or credit. Liberal com.—J. Holt (Dept. J.), 1, Paradise Lane, Blackburn.

£150—£300 SALARY for Certificated Bookkeepers. Postal tuition 10s. month. Post found when qualified, or fee refd. Booklet, testis. free. —City Correspondence College (D.9), 89, New Oxford Street, London.

KNITTERS wanted to work Imperia Knitting Machines at home; experience unnecessary. We guarantee to buy your work at good rates Write for Free Book.—Imperia Hosiery Mfg. Co., Ltd., (Dept. 62), 97, Gray's Inn Road, London.

AGENTS Wanted. Good Commission, no outlay. Men in regular work to sell in spare time Ladies' and Gent's Clothing, Boots, Shoes, Drapery, etc. for Cash or Easy Terms.—Particulars from Dept. B., John Percy & Co. (City), Ltd., 3, Pancras Lane, Queen Street, Cheapside, London, E.C.4.

LEARN TO WRITE ADVERTISEMENTS and earn from £5 to £20 per week. Unique offer to those writing for our free book. "Advertising as a Career."—Dixon Institute of Advertising, Dept. 21, 195, Oxford Street, W.1.

YOUTHS wanted for Canadian farms; with or without experience; 17 to 19. Men, with experience, under 35, also required.—Write or call, Overseas Dept., Church Army, 55, Bryanston Street, W.1.

A GOOD INCOME from small capital investment assured. New breeding industry on the South Coast; great money-making possibilities. For full particulars apply, Peacehaven Estates, Ltd., Peacehaven, Sussex.

THE ROYAL AIR FORCE requires skilled Carpenters for training as Carpenter Riggers and Clerks (Typist). Also skilled and semi-skilled Cooks and Butchers, Storekeepers and Wireless Operators. A limited number of unskilled men are also required. Allowance for wife and children to men 26 and over. Age limits, 18 to 30 years.—Write, stating age, or call: Inspector of Recruiting, Royal Air Force, Gwydyr House, Whitehall, S.W.1.

BUSINESS OPPORTUNITIES, SERVICES.

"DO YOU ADVERTISE?" Advertisement inserted in 56 Provincial Newspapers or London and Suburban, 7/10. Welsh 3/8. Large or small Mail Order Campaigns. Experts. Free Service Prospectus.—Central Press (Dept. 60), 190, Strand, London. 'Phone: City 0842.

START a Business in Drapery, etc., from £1 upwards. Special attention to Widows and Beginners.—Write for advice and list H. to Levaine (Dept. J.B.), 143, Houndsditch, E.1.

ANYONE can start a small business of his own by purchasing the book, "Gateway to Business," 28 different businesses explained. Write for free particulars.—British Printing Trust, D., Ltd., 83, Upper Thames Street, London.

WALLPAPERS. — Eclipse 1927 designs Book 150 patts. from 2½d. per roll, free on application. Eclipse Wallpaper Co., Hunslet Rd., Leeds.

BABY CARS. Any model sent for a small deposit and balance easy monthly instalments. Write for free art list.—E. J. Heraud (Dept. G.G.), Number One, Edmonton, London, N.18.

BEDSTEADS, etc.—FURNITURE direct from Factory to Home.—Cash or Instalments. Send P.C. for lists. You will SAVE MONEY. Established 35 years. — Chas. Riley (Desk 4), Sherlock Street East, Birmingham.

STAINLESS CUTLERY. We save you 50 per cent. and supply a single piece or a full canteen. Send a p.o. for our illus. price list and compare quality and price before you buy elsewhere.—C. A. Lockwood & Co. (Dept. J.B.), 329, High Holborn, London, W.C.1.

WALLPAPERS from mills, from 2½d. roll. New Designs. Patterns post free. — Osborne Mills (Dept. 5), Rochdale Road, Manchester.

ARMY Clothing, Oddments for Mechanics, Boots 5/-, Shirts 2/3, Trousers 4/11, Breeches 5/6, etc. Cat. 200 Bgns.—Nuttall, 1, Goodmayes, London.

MAKE Your Own Bead Curtains and Blinds. Write for sample Beads, Tubes, etc.—Beads, Limited, 19/20, Aldersgate St., London, E.C.

SANTA KLAUS, 45, R. TURENNE, PARIS, offers wonderful new Bargains. Shirt with Collar, 2/6; Chemise, hemstitched, embroidered 1/6, etc., etc. Send 2d. stamp for my Bargain List.

A UNIQUE OPPORTUNITY TO SAVE MONEY! A postcard will bring you by return our wonderful Bargain List, embracing Black Opaline Jewellery, Smokers' Requisites, Fancy Goods, E.P. and Silver Ware.—Alvic Novelty Co., Havelock Chambers, Queen's Terrace, Southampton.

YOUR New Suit?—Why wait weeks saving up? Get one from Geo. Smith (Clapham Junction), Ltd., and pay a little each week while you wear it. (Readers interested should see advt on page 4.)

MARKETING BY POST.

TEA.—Buy direct, save middleman's profit. Indian and Ceylon specially blended. 4 lb. 6/6, 10 lb. 15/-. Carr. pd. Special quotations for larger quantities. Tea Dust, 7 lb. 7/-.—Poulter & Co., Dane Place, Bow, E.3.

MUSICAL.

GRAMOPHONES, 24/-; motors, 9/-; accessories, Violins, Accordions, cheapest. 64-page list, 3d. How to make Gramos.—Regentbull, 120, Old Street, London, E.C.1.

ACCORDIONS, Jazz Instruments, Violins, Banjos, Mandolins. Catalogue free.—Douglas, 99, King's Chambs., South St., London, E.C.2.

UKULELES, Banjos, Drums, Jazz-Sets, Saxophones, Violins, Gramophones, Cycles. Lists free.—Palmer's, 135, Linthorpe Rd., Middlesbro'

DRESS.

BABY'S 75-Article Layette, 30/-. Robes, Gowns, Robeslips, Nighties, Vests, Shawls, Matinee Coats, Barras, Towels, Napkins, etc. Homemade Genuine Bargain. Send 2/6 pcl. appro.—Mrs. J. Howard, 66, Dover Road, Portsmouth.

SMART SHOES FOR LADIES on Easy Terms. Fashionable models are being supplied by Messrs. H. J. Warwick & Co., whose advertisement you will see on page 4.

DOGS.

THE BEST DOGS are advertised in "THE DOG WORLD," 2d. weekly at all newsagents. Before you buy a dog or puppy be sure to get a copy. Specimen copy free from J. B. Burt, 54, Fetter Lane, London, E.C.4.

LIVESTOCK, POULTRY, ETC.

SPECIAL OFFER. — Talking Parrots with Cage from 30/-. Singing Canaries 15/-. 3 months' trial.—List fr. Chapmans, 17, Tottenham Court Rd., London.

EDUCATIONAL, INSTRUCTION.

WANT to join the Police? Study at home to pass Educational test.—Write, Secretary, Force Correspondence College, Kew, Surrey.

MEDICAL, CURATIVE.

WORMS CURED.—Artico Brand Worm Tablets are a Specialist's positive and permanent cure. They cure most violent cases by calmly destroying the very cause of the worm's existence. No fasting, no dieting, no interference with daily habits. Send 1/3 for generous supply or 1½d. stamp for Free Pamphlet.—Eldyard Tablet Co., 34-38, Codnor, Derby.

DON'T Wear a Truss. Use Brooks' Rupture Appliance. New discovery, wonderful, no lumpy pads, no springs, durable, cheap. Binds and draws parts together quickly. Sent on trial. Catalogue free.—Address Brooks Appliance Co., Ltd. (398A), 80, Chancery Lane, London, W.C.2.

DR. POGSON'S OINTMENT.—Wonderful Skin Secret of Wm. Pogson, F.R.C.S., cures all disease and restores the skin to purity and comfort. 3/- at Boot's, Taylors' and all Chemists.

HOW TO STOP SMOKING.—Genuine remedy proved by testimonials. — Write, The Stanley Institute (J.B.), 21, Warwick Lane, E.C.4.

STAMMERING.—I cured myself, you can cure yourself (or your child). Partics. free.—Frank Hughes (J.B.), Ltd., 7, Southampton Row, W.C.1

NEW Life to weary, worn-out Nerves. Probyn Nutrient restores health, strength and lost vitality. Send to-day for free trial supply.—B. E. Probyn Laboratories, 116, Pirbright Rd., London, S.W.18.

BLADDER WEAKNESS, KIDNEY troubles, etc., quickly cured by PARKER'S REMEDY. Children or Adults. WORLD-WIDE CURE; OPERATIONS NEEDLESS. 3/- bot. at Boots', Taylor's, Timothy White's, etc., or post free from Parker's Remedy Co., 18, James Street, Liverpool. Send 4d. stamps for sample.

PILES. Why suffer? HEMOSOL, the new discovery, relieves at once. Saves operations. Recommended by Medical profession. No ointment. No medicine. Cure yourself at home. 5/- post free, or stamps for free booklet.—Hemosol, Chemists (Dept. J.2), 1, Ramsden Road, S.W.12.

BLUSHING, NERVOUSNESS.—A remarkable book on genuine cure sent privately, 3d.—Mr. Rivers (J.B. 28), 40, Lamb's Conduit St., W.C.1.

RHEUMATISM. Successful treatment guaranteed to all sufferers. Particulars free.—Laboratory (1), 17, Store Street, London, W.C.1.

BALDNESS CURED. "ATEKA" GROWS NEW HAIR in 8 days. Stops Hair falling out. Analysed by *John Bull*, 5/- bott.—Ateka Co., 27, Old Jewry, Ldn, E.C.

WANTED TO PURCHASE.

HIGHEST prices paid for Jewellery, Diamonds, Platinum, Gold, Silver, Scrap, Coins, etc. Nothing too large nor too small. Post or call.—Bentley & Co., 335, Oxford St., London.

ANY kind old gold, silver, jewellery, diamonds old false teeth, platinum scrap, bought. Highest cash by return.—Bell's, Upperhead Rd., Leeds.

ARTIFICIAL TEETH BOUGHT FOR CASH, also old JEWELLERY, Diamonds, Gold, Silver. WE guarantee top prices—YOU can prove it. Call or post, Harris & Co., 217, Piccadilly, Ldn.

MISCELLANEOUS.

64-PAGE book about herbs and how to use them, 2d. Send for one.—THIMNELL, The Herbalist, 144, Richmond Rd., Cardiff. Est. 1879.

HOW TO MASTER YOUR PASSIONS.—A straight and helpful talk to young unmarried men, by T. B. Partington, the famous public health lecturer, in this week's "HEALTH & STRENGTH," 2d. all newsagents.

SONG LYRICS WANTED. Famous Composer is prepared to accept a limited number for Music Settings. Send MSS. to Box 134, "Composer," c/o Rays Advt. Agency, Cecil Crt., Ldn., W.C.2.

SPEAKING Voice Trained. Self-expression, conversation, effective public speaking, crowd psychology, confidence. Unique postal course. Prospectus free.—R. E. Besant, 115, Gower St., W.C.1.

JOHN BULL SPOTS ANOTHER BARGAIN! For the ladies, of course. The bedroom slippers advertised by Messrs. Williams and Antill in "The Mail Order Market" on page 4 have been examined by a J.B. representative, and readers who send for this "Bargain" can, therefore, be sure of making a most pleasing purchase. Stocks are limited, so send now. Get the habit of studying "The Mail Order Market" week by week. You save time, trouble and money by buying this way. *JOHN BULL* Guarantees satisfaction in every case.

This Handsome box of Gladys Cooper's Beauty Preparations with a personal letter and an Autographed photo of Gladys Cooper together with her beauty hints
FREE!

Yours FOR 130 COUPONS from

Black Cat

VIRGINIA CIGARETTES

10 FOR 6D.

FILL IN THIS COUPON NOW

To The BLACK CAT CIGARETTE CO.
(Dept. S), Gifts Dept. 12, Bath Street, City Road, LONDON, E.C.1.

Please send me Free Booklet and Five Free Coupons.

Name .....

Address .....

ONLY ONE OF THESE SIGNED COUPONS WILL BE ACCEPTED

The efficacy of these charming beauty preparations has been proved by Gladys Cooper herself—she uses them constantly and personally supervises every process in their making. The charm and value of BLACK CAT CIGARETTES have been proved by the countless thousands who smoke no other cigarette.

NO INCREASE IN PRICE OF BLACK CAT MIXTURE TOBACCO
Still 1/- per ounce

Coupons in every packet.

Our 21st Birthday Number

Week ending Saturday June 11, 1927. Twopence Vol. XLI. No. 1081.

JOHN BULL

For the People—the Right to Justice and Truth.

The Paper on which the Sun Never Sets.

93, Long Acre, London, W.C.2.
Telephone: Gerrard 9870.
Telegrams: Heroically, London.
Registered at the G.P.O. as a Newspaper.
Postage in U.K., 1d. Foreign and Colonial, 1½d.

The WORLD, the FLESH & the DEVIL

Eyes Front!

On its 21st birthday John Bull looks forward—not back. We have accomplished much, but we shall accomplish more. We shall prosecute the causes we have at heart more vigorously than ever.

On with the Job!

Service to the nation and service to our readers! That is our aim—to make John Bull more than ever "The People's Paper."

The Bosworth Test.

The Bosworth election result—coming straight on the Trade Unions Bill—is a powerful warning to the Cabinet.

A Sunshine Corner.

Whitsuntide finds the Government outwardly in a mood of complete self-satisfaction, unmarred by the misgivings of its thoughtful supporters.

Waiting the Signal.

Against a divided Opposition the Government believes it can win a General Election at any time. The "machine" is ready for the word "Go!" It will come suddenly.

A Word to Austen.

Sir Austen Chamberlain owes his prestige to having practised as well as preached good will in Europe. He must stick to it.

The Duce's Warning.

Mussolini places the danger of another European war between 1935 and 1940. So all the sane people in Europe have eight or ten years in which to make dead sure that no such war can happen.

Coal Again.

The coal industry has not yet begun to tackle the problems shunted last year. Yorkshire and South Wales wages are already down to the new minimum, which in Yorkshire is 5s. 4d. below the minimum before the stoppage. When are the owners going to try a new plan?

The Better Way.

A group of M.P.s from this country is now in Berlin for the annual conference of the League of Nations Societies. What tragedy might have been averted had they met before 1914. Conference always comes after war, so why not before?

Budding Politicians.

If Liberalism can be revived the young folk mean to do it. It is a healthy sign. Youth is the need of all Parties.

Friendliness.

For the tenth time Labour is meeting internationally at Geneva. Work is work the world over. When it is performed everywhere under good conditions, and paid at just rates, it is bound to bring nearer world peace.

The Devil's Race.

Plans for airships capable of carrying 200 soldiers with kits and ammunition, crews, baggage, stores, fuel, water, and furniture for six days' travel are decided upon. If this sort of thing is allowed humanity will perish, for good and all.

The Stumbling-block.

In the last three months of 1926 marriages were 25,260 fewer than in the preceding quarter and 12,158 fewer than in the corresponding quarter of 1925. It is silly blaming morals. The reason is unemployment and shortage of houses.

Tommy Sober.

Our standing forces at home and abroad number 202,000, yet fewer than 260 magisterial convictions for drunkenness by Army men have been recorded in the year. It is a splendid fact, and explains why "incidents" that lead to trouble abroad are conspicuous by their absence.

Cabbages and Kings.

Messrs. Boswell, market gardeners of Pershore, sent 2,250 lb. of cabbages to Covent Garden for which they received 3s. 6d. Covent Garden sold them off at ½d. each, but in the shops they were priced at anything from 2½d. up to 5d. each. Who wouldn't be a king of (cabbage) finance?

After the War.

During the war an ambulance team of N.U.R. men dealt with 35,000 casualties, most of them in air raids. Those are the sort of figures that leak out afterwards. We hear little about them when war is on.

Moving Trade.

Boots and shoes, pots and pans, and textiles, as to output, are on the upgrade. There are plenty needed, only we must have peace, at home and abroad, before business can hum.

Serious News.

That, although every available skilled worker is employed, some machines in the woollen industry are idle for want of suitable hands is bad hearing. It points to the need for that technical training for youngsters which we are always urging.

Camberwell Does Well.

The purchase of 100 novels by popular authors for a workhouse is a proof that Camberwell cares for its aged poor. It's a good sign when guardians remember that minds can be starved as well as bodies.

'Ware Dyed Kippers

"If your kipper shows spots of colour soak it in water and the dye will come out," says an expert. Thanks. It's just as well not to be poisoned without warning.

£3,000 for Sixpence!

Win this record four-fold first prize, value £3,000, in "Bullets" this week. An Ideal Home, Furniture, Motor-car and £1,000 in cash. (See pages 46 and 47.)

The White Scourge.

At Abergele, Manchester is building a magnificent hospital for young consumptives, to be completed in 1930, at a cost of £250,000. It's the price paid for smoke and overcrowding. In Canada, mothers do not know what tuberculosis in children means.

A Royal Example.

The big appeal for national playing-fields is launched and the King has given a magnificent lead. That there is only one children's playground for every 11,263 of the population shows the awful want.

Let Them Play!

There is only one public football-ground for 8,100 of the population, one public cricket-pitch for every 11,550, and one public tennis-court for every 12,320. And then we wonder why youths and lassies roam the streets and end up in police courts!

The Right Move.

Councillor Mrs. Dooley is the first woman J.P. for Pontefract. That any Bench is still without its women magistrates shows strange backwardness. In the interests of women and children they are wanted.

Many a Mickle.

One million people putting one pound each in an industry affect it as vitally as a millionaire who puts in £1,000,000. It is a fact worth pondering when relationship between Capital and Labour is under discussion. Why does not every worker aim at becoming a capitalist?

Merrie England.

Doctors recommend that old-time dancing on the village green, Irish jigs, Highland flings and reels should be revived. They'll revive themselves with other simple pleasures when the people are on the land.

Women Awakening.

Endless processions of women appeal each day to M.P.s for tickets admitting to House of Commons debates. Nothing could be better. If the women of the country take a lively interest in politics men may get a move on.

Capital!

Walsall, nicknamed the most depressing town in the world, intends to belie the term. Trees will be planted in the streets and buildings beautified by bright, colourful paint. It is a fine lead that other dull places must follow.

A Callous Fiend.

After the burial of Cyril Atack, of Heywood, who sacrificed his life for a child, as told in our columns of May 21, a vile verse expressing pleasure that "another motorist had gone below" was sent to his parents anonymously. That's a pity, or neighbours might have administered a public horse-whipping.

Real Music.

Figures just published show that in 1924 British manufacturers made 15,000 more pianos than in 1912. We are turning out nearly 100,000 pianos per annum. Industrial harmony is all we need.

Kind to the Last.

When Miss Mary Vaughan, of Fulham Road, London, was dining at a Fishguard hotel she saw a waitress fall in a faint and instantly rushed to her aid. But Miss Vaughan had a weak heart, and while kneeling had a heart attack and died. That her last act was a deed of kindness to another is a very pleasant memory.

Their Pickings.

When £72 was paid out of the Wheatley Hill Colliery Relief Fund to relatives of a miner unfortunately killed in the pit each of three trustees of the fund received £2 for himself. The revelation was made by a witness at the West Hartlepool County Court, and the judge's comment was "It is a very scandalous thing." We agree.

Only Paupers.

When nearly 200 paupers walked out of Merryflats poorhouse as a protest they declared that the conditions they had to endure were worse than those meted out for murderers and other criminals in prison. The poor know how the poor have to live, and the charges they have made call for investigation by the Govan Parish Council.

Dogged by a Bad Name.

Sir Ernest Wild, K.C., Recorder of London, is a judge whose justice is famous. His dictum that a prisoner who has served a sentence should be given a new start and treated as a schoolboy who has received a caning for an offence is one that we have often expressed in other words. When more people, particularly employers, act up to it there will be fewer "habitual" criminals.

Scandalous Behaviour.

Taking advantage of his deaf father who was at work all day, Frederick George Lippet, of Liverpool, calmly used the parental home for betting and bookmaking without a licence. Nemesis has however descended on the young man, who has been fined £35. We hope, for his own sake, he will keep clear of using his father's or anyone else's house for casual bookmaking in future.

Plucky Rescue.

"I couldn't let Fido be burned to death, could I?" said twelve-year-old Antonietta after she had crawled through dense volumes of smoke to save her dog when a fire was raging in the basement of Messrs. Brown and Reid's button factory in Great Ormond Street, London. Like her pet, Antonietta deserves to be called faithful, a quality which should make of her a splendid woman.

His Sad Shackles.

"I suppose I shall go in and out of prison as in the past," declared Albert Barrett hopelessly to the Hull magistrates when summoned for peddling without a licence. "What else can I do?" As Barrett is paralysed in one arm, the magistrates discharged him and gave him 10s. to help him on his way. That's the stuff. A fellow-feeling and a bit of kindliness will always help a man to try.

Fit for his Job.

With what horror, when driving his tram in Middlesbrough on Saturday night, Hubert George Hill must have seen a small child dart into the road, followed by its mother, and both fall on the rails in front of his car! Nevertheless, he kept his head and dropped the safety-guard, by which both mother and child were picked up safely. We think that driver Hill has proved that he is eminently fitted for his job.

Free Meals.

Owing to recent orders by the Health Ministry, some 150 young unmarried men in the Nantyglo and Blaina area are no longer allowed the "dole" nor poor relief, and are entirely without income. Communal kitchens run voluntarily to supply meals to them have been opened. We are glad to see that it is realised that this type of citizen, though perhaps best able to fend for himself, is the potential father of the race and needs to be kept in health as much as any other.

Trading in Children.

We sympathise with the intention of the N.S.P.C.C. to work for the alteration of the law in respect of children adopted for reward. It is not unusual, says Mr. Elliott, the society's new director, for people who want money to adopt a child for the payment of a premium and dispose of it for a smaller sum to a third party. It is easy to understand the harm done to children who are handed about in this way.

Nondescript Undesirable.

A Persian subject, Russian by birth, of Armenian extraction, such was the description given of Erwand Nardirassian, thirty-six, a hairdresser, who was permitted a few weeks ago to land in England with his wife. Almost immediately he began systematically thieving, for which he is to be kept in prison till arrangements can be made for his deportation. What worries us is that such rogues find it so easy to enter the country.

London Invaded.

Ten thousand girls, tiny tots and hefty lasses, held possession of the Crystal Palace for a lively week-end. All were members of the Girls' Life Brigade, and numbered girls from all parts of Great Britain, Ireland and overseas. Not only nursing and first-aid is learnt, but infant care, and all manner of crafts, in addition to organised games. Youth combines fun and learning in one big game. Good luck to every one of them.

Modern Fagin.

A man who can supply two boys under nineteen with information and material and induce them to steal goods, afterwards found in his possession, cannot go unscathed. We are not surprised that Herbert George Arnway Reade, a coloured man, who appealed against the six months' sentence passed on him at the Grimsby Borough Sessions, received it trebled at the Court of Criminal Appeal. Real-life Fagins cannot be too sternly discouraged.

The Human Machine

Forward!

by E. R. THOMPSON, M.A.

ANNIVERSARIES may be good or bad—it all depends on what you do with them.

There are lots of people who use them as they use pocket-handkerchiefs—to weep into! They moan and sigh and regret and pine for the years that have gone.

They look back. What's the good of looking back? What's done is done. "The Moving Finger writes; and, having writ, moves on: Nor all thy piety nor wit shall lure it back to cancel half a line, Nor all thy tears wash out a word of it."

Don't look back. Look forward—"the best is yet to be!"

That's the best of an anniversary; not that the past is ended, but that the future has begun. A new chance, new opportunities, new possibilities of adventure! That's the right spirit in which to face an anniversary.

MEMORIES are all right. Sometimes they are immortal. But the most golden memory cannot compare with deeds—and the past provides no opportunities.

Face the future's sun. It is silly to waste time contemplating the shadows of the past.

The true spirit of an anniversary is that of

"One who never turned his back, but marched breast forward,
Never doubted clouds would break,
Never dreamed, though right were worsted, wrong would triumph,
Held we fall to rise, are baffled to fight better. . ."

If on this of all days you're not going to be an optimist, what's the good of being alive?

No Legal Compulsion.

In a Willesden case where a woman complained that her husband gave his mother money and only provided her with food, no summons was granted, because so long as food is there, the law does not compel a husband to give his wife money. All the same there is a moral obligation and that makes all the difference.

The Dying Plea.

Depressed at the loss of his leg through an accident, broken-hearted at the loss of his wife, William Gilbert Alderman, of Palmer's Green, a one-time ticket inspector, sprang in front of a train and ended his misery. "I hope some kind person will take care of my little boy Percy," was his last pathetic appeal. Percy will be cared for, we feel no doubt; but what a pity his father left him by self-inflicted death.

Big-hearted Builder.

Edward George Bates, who has just died at Thornton Heath, became the owner of a provision store which he eventually increased to seventeen shops. Some 2,500 shops and houses were built by him in Croydon. From the income derived from the investment of £8,000, twenty-five sightless people are now provided with pensions. Croydon may well deplore the loss of such a master builder.

The Warning Word.

Gilbert Howard Page, having passed through the Divorce Court, married again. He had lived with his second wife but a month when he deserted her for a third woman. We agree with Mr. Justice Bateson that this is the sort of case in which the full facts should be published in the Press. Publicity is a powerful deterrent, and most newspapers can be relied upon not to overstep the bounds of decency.

Homes for Newly-weds.

All the world loves a lover, and we do not think anyone will grudge the young couples whose marriages have been delayed through the housing shortage their preference in being granted tenancy of the forty-eight new houses built at Ampthill. As the houses are only four-roomed and there are still young people waiting to marry, or living in discomfort in rooms, Ampthill is backing up common-sense as well as romance in its decision to build forty more for the same type of tenant.

Youthful Breadwinner.

The summons received by the fifteen-year-old Bromley lad, Joe Lisney, for working his horse in an unfit condition, was something of a blessing in disguise. When the facts of his struggle to support his mother and five children for ten months while his father was in hospital for tuberculosis were made clear, the magistrates dismissed the case and handed him a sovereign. So far, so good. But deprived of the horse with which to make his rounds selling vegetables, his struggle will be worse than ever unless help is forthcoming.

After Twenty-one Years.

When our first number came out, advertising was not regarded as a commercial force in the way it is to-day, but it is interesting to find in this number the advertisements of Messrs. Swan Pens, Catesby, Lipton's Tea and Bird's Custard Powder, each of which appeared in our first year of publication. Their virility proves the value of good advertising for good goods.

Mean Theft.

Possibly Alfred Noakes, tailor's cutter, of East Dulwich, has never needed the services of a hospital, otherwise he would hardly have descended to robbing the collecting-box and money standing on a public-house counter in the City, belonging to the Queen's Hospital for Children. He has been sentenced to six months' hard labour. All the same, he may think himself lucky not to have seen, as others have done, his child in urgent need turned away from such a place because through lack of funds there was no bed available.

Slums and Health.

Middle aged at thirty and too old at forty is the description of City workers of the West Midlands examined for the Army in 1917, while "Sally in our Alley" "in real life was too often a consumptive member of the C3 population," says Sir Kingsley Wood. The new recreation-grounds he has just opened at Braintree, comprising a twelve-acre site, a pavilion and groundsman's house, given by Mr. W. J. Courtauld, is an attempt to combat these truths.

Small Beginnings.

Mr. Chowins, an ex-regular Army officer, was not out to stand on his dignity when shortly after the Armistice he accepted the only vacant job at Harrods, which was that of a porter at 55s. a week. Now, at twenty-nine, he is merchandise manager for Messrs. William Whiteleys. Not all who begin at the bottom of a ladder can rise to the top, but it is as well to remember that those in that position came there most often by way of the lowest rungs.

Foolish Parents.

A boy of fourteen who plays truant, tells lies to his parents and schoolmaster and steals letters sent by his father to the school is witness to a faulty upbringing. The parents who summoned Mr. H. T. Abel, headmaster of St. Olive's Grammar School, Tooley Street, for assault on their boy, who admitted to the magistrate that he had done these things, and who had received seven strokes with the cane would better have employed their time in reasoning with the offender.

East End Saint.

Few schoolmistresses would willingly spend all their lives among the slums. Yet from the time when Miss Grant taught 123 children all under three in what she describes a "terrible" school near Euston, she has spent her days teaching in such districts as Wapping and is now retiring to live at the Fern Street, Bromley-by-Bow, Settlement for mothers that she herself founded. What the mothers and children of that crowded area think of her lies in the fact that she is known as "Saint Clara of Bromley-by-Bow."

Value of Probation.

Out of the 779 people placed on probation last year, says Mr. H. W. W. Wilberforce, deputy-chairman of the London Sessions, only thirty-nine were reconvicted and sent to prison. These figures, in view of the difficulty experienced by those coming out of prison of making a fresh start, are encouraging, and due largely to the work of probation officers. We should like to point out how urgent it is for such officers to be drawn from the most intelligent ranks of the community, and equipped by special training.

Difficult Problem.

Although we think the Kenilworth magistrates acted wrongly in sending Edward Erswell, aged fifteen, to prison for two months for breaking into a railway hut and stealing fog signals, we admit their difficult position. Erswell was too old to be birched, to have sent him to a reformatory would have meant a sentence of three years, and many boys had been placed on probation for similar offences without the desired effect. The fact, which should have been made known to the Bench, that Erswell had suffered from threatened sleepy sickness, is another indication that medical attention is what he needs.

A Woman's Tragedy.

Once the head of a school, Mrs. Pheysey, a Cardiff woman and M.A. of Edinburgh University, had fallen on evil times when her husband, a stockbroker, was sent to prison for conversion and all her pupils left. Her own baby died at birth. She obtained, however, a post as headmistress and lent £250 to her husband, who went off to Canada and said he could do nothing for her. Even her own mother has refused to help her. Now she is to undergo three months' imprisonment for stealing frocks worth £35 from Clifton modistes. Here is a tragedy of a brilliant woman in which the husband played no small part.

Frosty Facts.

It is ridiculous and absolutely pernicious that the same law which permits the sale of intoxicating liquor until 10 and 11 p.m. prohibits the sale of ice-cream after eight. Vendors call it "frostine" to avoid proceedings and dignified inspectors spend their time in catching out offenders. The truth is that we are becoming the laughing-stock of nations with our restrictions and prohibitions.

A Registry Ramp.

Mrs. Morgan, of Bristol, who is constantly inserting advertisements calling for domestic workers, is busy once more. This time she is operating from two addresses, "Wellbank," Redcliffe Bay, Portishead, and "Ithiel," High Street, Keynsham, and doubtless applicants imagine they are getting in touch with a prospective employer. Disappointment comes, however, in the form of a request for 3s. 6d. before their names can be registered.

Misleading Advertisement.

A recent advertisement in a London daily called for an "educated and dependable gentleman" to fill a "permanent and progressive position." Imagine the surprise, therefore, of an applicant who found that the post offered was that of tout for C. Johansen, of Copenhagen, who is apparently anxious to flood this country with tickets in the "Royal Copenhagen Class Lottery." We hope all advertisement managers will scrutinise all foreign announcements most carefully.

Doorstep Touts to Watch.

Doorstep pests have lately operated in the provinces in the following names: S. Rose, Geo. Campbell and Co., N. Boam, J. Mitchell, and V. Barnett and Co. In almost every case the addresses given upon the tempting circulars are delightfully vague, such as Leeds and London, Leeds and Manchester. Goods ordered never come, the circulars being used as a blind to enable agents to make a sale of some inferior article upon the spot.

Missing Agent.

A gentleman named C. F. Richardson seems to practise business methods of a decidedly original nature. Recently he set about collecting advertisements in Alnwick for insertion in a blotter that was to be sold for the benefit of a certain church. When the printer wanted to get on with the work Mr. Richardson was missing, and letters to his last-known address have since been returned marked "Gone away." An insurance company which employed Richardson at one time is equally anxious to know of his whereabouts.

Dancing Crooks.

The Variety Artistes' Federation is considering the case of a contract concluded by Miss Rita Watson, of the Paris Hotel, Rue Pigalle, Paris, on behalf of M. Umberto Cairo, of Buenos Aires, with five English girls enrolled in Paris who were guaranteed eight months' employment at £13 a week with second-class return passages between Paris and Buenos Aires. Instead of this they were packed off home with £15 each instead of the £400 their contract calls for. Chorus-girls and dancers should be most chary of entering into contracts that take them abroad.

Josephine O'Dare and "John Bull."

Full reports have appeared in the newspapers concerning the conviction of Josephine O'Dare, who hoaxed London society and secured immense sums of money through her wiles. But, less than a year ago, these same papers were themselves hoaxed and granted this impudent adventuress a wealth of eulogistic publicity. At that time, JOHN BULL was the only paper that was not hoodwinked, and a full exposure of her secret life was published in these columns. This is not the first time "The People's Paper" has blazed the trail for Justice; nor is it likely to be the last.

"JOHN BULL" FREE INSURANCE

"JOHN BULL" pays £250 to Two Registered Readers.

SEE PAGE 2.

Problems of Life

Coming of Age

by the Rev. R. J. CAMPBELL, D.D.

CONSIDERABLE difference of opinion has been evoked of late by the Government's intention to pass the Bill extending the Parliamentary franchise to women of the age of twenty-one.

Dr. R. J. Campbell

"Votes for flappers" is the facetious description given to it by some sections of the Press.

Perhaps it would have been better to raise for both sexes the age of admission to the full rights of citizenship rather than lower it in the case of women; but I am quite sure that if twenty-one is to be the age qualifying for responsibility in the conduct of life, young women are as competent to exercise the franchise as young men.

So far as my observation goes the minds of women seem to form sooner than those of men, and their characters too; but one never knows.

Institutions are like human beings in the periods of stress and tempestuousness that succeed adolescence, and the difficulty they experience in settling down.

The same is true of nations. A book was published not long ago with the title "America's Coming of Age."

It was not a bad title. W. H. Page was right when he said that America had all the faults and exuberant good qualities of a boy who had just left school.

I AM told that JOHN BULL has just come of age; he is a lusty young fellow with a chest measurement of a million inches—readers I should say.

Yet I can remember when "John" was a less attractive public character than he is now.

Am I indiscreet, I wonder, in telling how I came to be a contributor to his columns?

When the Editor wrote asking me to furnish a short weekly homily I replied in a brief note stating that I did not wish to be associated with a paper of this description.

He wrote again informing me that it had changed hands and that the policy of the new proprietors and staff was that of making it a force on the side of public decency and fair play.

A BISHOP then communicated with me, stating that it was on his advice that I had been approached at all, as he strongly felt that the work the Editor wished me to do was a useful work and should be undertaken.

Lastly, I learned to my surprise that one of the most highly placed among the staff, and influential in framing its policy, had formerly been one of my own young men at the City Temple.

That settled it.

So here I am, "John," to wish you well on the attainment of your majority.

May your girth increase and your power continue to grow as the keeper of the public conscience.

JOHN BULL

BATHING BELLES DISCLOSURE

£100-A-WEEK FILM STAR HOAXED

What Happened at Manchester

ABOUT six weeks ago some widespread publicity was given in the general Press to a scheme which promised to be of exceptional interest to fair film aspirants.

An opportunity, it was declared, would be given to a hundred pretty and shapely British girls to become bathing belles of the screen on similar lines to the world-renowned Mack Sennett bathing beauties, whose comeliness has delighted millions of eyes.

The organiser of this scheme was a person named Mr. Rex Storey, and he was variously described as "a famous film producer," "famous on stage and screen" and "the young Lancashire film star."

Mr. Storey was to be assisted in his ambitious project by an American lady named Miss Rose Lee, described as "one of the most popular bathing belles of Mack Sennett fame."

British beauties

It was the intention of Mr. Storey to select a hundred British beauties during a tour of the chief seaside resorts and cities, and, having made his selection, to turn the lucky girls over to Miss Lee to be specially trained for film careers.

The salaries of the chosen hundred, it was declared, would range from £5 to £100 per week, and they would take part in a series of bathing comedies to be produced by Mr. Rex Storey himself.

In an article outlining his project, Mr. Storey spoke confidently of success and expressed the hope that he would help to place the British film industry on a sound financial and pictorial basis.

British girls who aspired to be included in the hundred beauties were invited to send their photographs to Mr. Storey, together with written details of their personal appearance—colour of eyes and hair, etc.—and information concerning any special qualifications they might possess.

Overwhelming response

As may be expected, this invitation drew an overwhelming response, and enthusiasm reached fever-heat in Mr. Storey's native Lancashire.

Photographs poured in and many were published in the Press, with such entrancing captions as "Aspirants to Bathing Belle Crown" or "Girls who may become Bathing Belles."

Meanwhile, in touring from place to place, Mr. Storey arranged for nightly parades of local aspirants at amusement halls where he was appearing in a double turn with Miss Rose Lee.

According to these posters the aspirants would be presented before the audience at each performance to be judged in bathing costume.

It all sounds very thrilling and enterprising, but before we allow the glamour to overcome our prudence it may be well to ask a pertinent question.

Who is Rex Storey?

Notwithstanding the great wealth of publicity in which he has been heralded as a famous film producer and star, we venture to state that he is quite unknown here in the former capacity, and while he has certainly done some film work abroad, there is not the slightest evidence to justify the title of "star."

Good business

It is one thing for a comparatively unknown person to offer to select, train and engage a hundred British girls for film work, but it is quite another matter for him to carry his plan into effect.

There is no doubt that the publicity consequent upon his offer would do much to fill the various places of

Miss Rose Lee

amusement where he was appearing, and that would be very good indeed for "business."

But has Mr. Storey the financial backing necessary for such an ambitious enterprise, or, in other words, what sort of guarantee is he able to hold out to the selected aspirants?

To quote his own words, "Only the best films can hope to succeed, and only the best films will be produced."

The new star

No one can gainsay the truth of the first half of this statement; but we should like to qualify the latter part by saying that the best films can only be produced providing sufficient funds are available for that purpose, and providing the producer is a man of the highest technical experience.

A little more information as to Mr. Storey's credentials and qualifications would enable the public to regard the scheme a little more seriously.

According to the playbills of theatres at which he is appearing, this budding British Mack Sennett is "presented" by a Mr. Edward Cook.

Amongst the other people whom Mr. Cook has "presented" in this line of business was a beautiful young actress of nineteen, who, curiously enough, made her public appearance at Manchester and Blackpool only a week or so before Mr. Storey came upon the scene.

Mr. Storey, of course, had nothing to do with this particular venture.

A nasty fall

She was billed heavily and received much publicity as "The £100 a Week Film Girl," and, being bred and born in Manchester, she attracted much local interest.

People flocked to see the girl who was claimed to have suddenly become a great film star, and who, of course, believed she had a contract.

At each performance, this lady, who was accompanied by Mr. Cook himself, made a little speech and it was given out on her behalf that she had secured a contract to star in films in America for three years at a commencing salary of £100 a week.

Manchester must have been very proud of this little chorus girl, who had risen in the night, so to speak, to such glorious heights.

Under the contract Mr. Cook said he had for her, she was to sail for Hollywood at the end of March.

But she has not gone.

Nor is she earning the promised hundreds in Hollywood, but is at present dancing for £4 a week in a London cabaret.

Hoaxing the public

Her disappointing experience is of great importance here, not only because the same Mr. Cook is behind the Rex Storey scena, but also because, in spite of her promise as a dancer, the "£100 a Week Film Girl" is unknown in the British film world and has not the experience to entitle her to such a magnificent position in the very competitive circles of Hollywood.

Many famous British film actresses would take the work for half the money.

British experts in London regard this adventure of Mr. Cook as a great hoax upon the public and the film world in general.

It certainly is, and girls who are attracted by the present Rex Storey "stunt" should enquire very fully into the whole scheme before parading themselves before the public in bathing costumes in Mr. Rex Storey's music-hall sketch.

As a matter of fact, one manager, when interviewed recently, declared that he was particularly anxious to meet Mr. Cook, as he felt that he had been badly let down in engaging the lady mentioned.

A number of his patrons, he added, had complained to him on the subject, expressing their opinion that the whole thing was a hoax. His prestige, and the prestige of his house, had suffered accordingly.

A Gushing Institute

Costly Flapdoodle

IF your Derby fancy proved fickle and shattered your day-dreams don't repine. You have paid your money to the bookies and there is an end of it.

It might have been worse. In dreaming mood you might have invested in a psychology course, in which case you would now be plodding through mind-torturing lessons.

For the Universal Institute of Psychology, of Victoria Street, Manchester, seems particularly bent upon gathering in dreamers.

According to its printed matter it is conducted by two gentlemen named Robert T. Heath and Russell F. Munroe, who describe themselves as psychologists, psychotheropists and psychoanalysts.

A home, a car, money and love are the things that count, they declare, and publish a message to tell the dreamers how these things can be attained.

"Realisation" is the inspiring heading under which this message is printed, and the message itself runs to nearly thirteen closely crammed pages of type.

Unconscious humour

The temptation to quote is very strong, but we must content ourselves by saying that the institute only claims that the message *may* have much to do with your future.

It does not imply that those who weather its thirteen pages will acquire a house, a car, wealth and a wife *en route*.

There is an "if," and that "if" is explained in a follow-up letter which reaches the dreamer a day or two after the vital message.

There is a note of unconscious humour in the opening sentence of this letter, which runs: "By this time you have read 'Realisation,' and I hope it hit the right spot, the warm spot, within you."

However, the writer's hope does not end there. He hopes the message made the reader wonder; he hopes it made his pulses beat faster; he hopes it "ushered right into your consciousness a flood of bright, daring, inspiring new hopes for the future!"

Hoaxing the public

The letter then goes on to speak of the universal desire for "pelf and power," of "dreams that fill the breast," and of the "divine restlessness that craves the better things—and a whole lot of them."

Of course, you have guessed it by this time.

All the pages of gush that have gone before are merely designed as introduction to an accompanying form of enrolment in "The Realisation System of Practical Psychology."

The fee is two guineas, and there are twelve lessons, but you can ask for your money back if not satisfied after taking six of the said lessons.

But what on earth would a student do with half a house, half a car, half a bank account and half a . . . . but think it out for yourselves.

BEAUTY PREPARATION: SERIOUS CHARGES

INECTO GOES WRONG

Ducker Dodges his Dues

SOME time ago an actress, named Edith Rivette, paid a visit to a hairdresser's establishment in Brixton and requested special treatment for her hair as it was losing colour and commencing to fall out.

The hairdresser recommended a dye called "Inecto Rapid," which many people will probably know by name, and in connection with which the proprietors now issue a plain warning as to the conditions under which it can be used with safety.

Mrs. Rivette paid the requisite fee and underwent the prescribed treatment, which consisted mainly of scalp massage with lotions taken from two bottles.

At the conclusion of this "treatment" Mrs. Rivette returned home to await the desired result. But instead of her hair assuming the promised hue the first noticeable effect of the "treatment" took the alarming form of violent pains in the head!

Grave results

These symptoms were followed by a rash, which broke out badly over the lady's neck, face and scalp.

The gravity of her condition may best be gauged from the fact that it was necessary for her to go to Charing Cross Hospital for treatment to counteract the effects produced by the ingredients of the disappointing hair-dye.

Eventually she sued Inecto, Ltd., the owners of the dye, for damages, and her case came before Mr. Justice Bailhache, who gave a verdict in her favour for £200 and costs.

This action, which is only one of several that have been brought against Inecto, Ltd., was heard in the High Court as far back as 1922; but, strange as it may seem, Mrs. Rivette, who so courageously took the matter to law, has not received one penny of her damages, apart from £50 which the company had previously paid into court!

Nor, indeed, have certain other victims who, having suffered in the same way from the disastrous effects produced by "Inecto Rapid," likewise brought successful actions against the company.

Suspicious disclosures

A case in point is that of Mrs. Pendry, of Hampstead. This lady had the misfortune to use some of the dye, and a day or two later a sore appeared on the side of her head, followed by others which spread all over her scalp and face.

Mrs. Pendry had never previously suffered from skin afflictions, and her alarm may easily be imagined when the present trouble began to spread to her arms, hands and body.

She was indisposed for months, suffering terrible burning pains, and was forced to wear a mask of cotton wool. A doctor attended her for four or five weeks, and at one period she was practically blind!

Mrs. Pendry brought an action against Inecto, Ltd., but is still awaiting payment of the amount the company agreed to hand her in the settlement which ensued.

Practically the whole of the shares in Inecto, Ltd., were held by three brothers—Philip Walley Ducker, Philip James Ducker and Noel Blake Ducker.

About the time the trouble began, this trio wound the company up voluntarily on the ground that it could not meet its liabilities.

But, as the outcome of this, certain of the assets were purported to be sold to another company, which was formed to carry on the business from the same address in North Audley Street!

In the summer of 1922 Mr. Justice Astbury, on the petition of one of the people who had succeeded in obtaining judgment for damages against Inecto, Ltd., ordered a compulsory winding-up of the concern.

In so doing he observed that the transactions disclosed were so suspicious that they ought to be investigated by the Official Receiver, not merely with a view to ensuring that the debts should be paid, but for the purpose of enquiring into *what looked like serious frauds!*

Since this grave statement was made by Mr. Justice Astbury nearly five years have passed. Yet the creditors—particularly those who went to the expense of establishing their claims for damages by bringing actions in the High Court—are no nearer payment than they were before.

Brothers fall out

A few days ago one of the three brothers, Mr. Philip Walley Ducker, brought a summons for misfeasance against another brother, Mr. Noel Blake Ducker, alleging that the latter had improperly acquired the whole of the business of Inecto during his absence.

During the hearing of this summons some amazing statements were made. One was that Mr. Philip Walley Ducker, who brought the action, was at present in Paris, avoiding arrest on the charge of defrauding the Inland Revenue authorities to the extent of £30,000!

Mr. Justice Astbury, who made the compulsory winding-up order against Inecto, Ltd.

It was not Mr. Justice Astbury who heard this recent case. It was Mr. Justice Romer, but it is exceedingly interesting to note that the latter fully endorsed his colleague's recommendations in regard to an investigation of the suspicious affairs to which we have referred.

Referring to the transfer of the assets, Mr. Justice Romer pointed out that the methods employed had had the effect of leaving the Inland Revenue authorities and the creditors—including those who had been injured through using the hair-dye—to whistle for their debts!

He was satisfied, he added, that the matter required "very serious investigation."

Those, briefly, are the facts. For the sake of the creditors we ask the authorities to go into the matter without any further delay.

It is, to say the least, grossly unfair that those who have suffered in this remarkable case should be left in the air without any definite tidings as to their ultimate fate.

THE LURES OF LOUGHBORO' LOO

A BAD EGG LAYER

EVERYBODY knows the man who is fond of declaring with a knowing air that "backing horses is a mug's game," and who further goes on to express the opinion that "the man who lays the odds is the one who makes the money."

For this particular type of mug there is also a trap. It appears not infrequently in the form of an advertisement under the dignified heading, "Partnerships and Financial," in some of the most respectable daily newspapers.

The advertisements invite investors with a hundred pounds or so to join a bookmaker in partnership. Business taught, salary-expenses and half-share of the profits is the sticky mixture which catches the fly.

Natural reluctance

The other side of the story rarely comes to light because gentlemen with bright ideas about bookmaking as a get-rich-quick occupation are loth to confess that they have had to pay heavily to learn the truth of the old proverb about a fool and his money.

There are those, however, who are wise enough to write to JOHN BULL about it first.

From a Lancashire reader some time ago we received an enquiry regarding a Mr. William Lewin, whose advertisement he had answered.

Good advice

Lewin wrote from an hotel in Nottingham on a printed letter-heading in which he is described as a "turf accountant," established 1898, who attends all race-meetings.

In his letter, Lewin stated that he wanted a man to "learn the clerking." He also stated that he was "willing to double any amount from £150 upwards and to sign an agreement to state that we share half each and divide once per week."

After inviting his correspondent to wire to the hotel making an appointment to meet him, Lewin adds, "I am well known here, having been a patron of the hotel for a great many years." In an ingenuous postscript he adds, "The sooner I hear from you the better."

Lewin did not hear from our reader because we advised him to keep his money in his pocket.

Enquiries showed Lewin's permanent address to be a cottage in Bridlington Street, Hyson Green, Nottingham. At one time he had an office in Flewitt Street, and later in Parliament Street in the same city.

He is without capital and has several unsatisfied judgments registered against him in the Nottingham County Court.

Woman in the case

This man is described as the starter of a four-handed clique, which includes a woman known as "Loughboro Loo," and two other men named Brocklehurst and Scrubs.

When Lewin is successful in finding a "partner" one day's racing is sufficient to enable him and his co-workers to dispossess him of his money.

Just before the start of one of the last races, Loo lures the "partner" to one of the refreshment-bars. Lewin is not only "skinned" when they return, but in debt.

One man acts as Lewin's clerk, while the other man is the lucky winner and draws the money from Lewin in front of him.

Timely warning

Lewin then presents his one-day partner with a bill for half his additional losses and threatens legal proceedings if he does not pay.

The police have stopped Lewin from having letters and telegrams addressed to him at Nottingham hotels, and he has also closed down his office there.

We trust this exposure of his activities may not only prevent his operations elsewhere, but stand for a timely warning to would-be adventurers into the turfed fields of finance.

BATHING BELLES DISCLOSURE

£100-A-WEEK FILM STAR HOAXED

What Happened at Manchester

ABOUT six weeks ago some widespread publicity was given in the general Press to a scheme which promised to be of exceptional interest to fair film aspirants.

An opportunity, it was declared, would be given to a hundred pretty and shapely British girls to become bathing belles of the screen on similar lines to the world-renowned Mack Sennett bathing beauties, whose comeliness has delighted millions of eyes.

The organiser of this scheme was a person named Mr. Rex Storey, and he was variously described as "a famous film producer," "famous on stage and screen" and "the young Lancashire film star."

Mr. Storey was to be assisted in his ambitious project by an American lady named Miss Rose Lee, described as "one of the most popular bathing belles of Mack Sennett fame."

British beauties

It was the intention of Mr. Storey to select a hundred British beauties during a tour of the chief seaside resorts and cities, and, having made his selection, to turn the lucky girls over to Miss Lee to be specially trained for film careers.

The salaries of the chosen hundred, it was declared, would range from £5 to £100 per week, and they would take part in a series of bathing comedies to be produced by Mr. Rex Storey himself.

In an article outlining his project, Mr. Storey spoke confidently of success and expressed the hope that he would help to place the British film industry on a sound financial and pictorial basis.

British girls who aspired to be included in the hundred beauties were invited to send their photographs to Mr. Storey, together with written details of their personal appearance—colour of eyes and hair, etc.—and information concerning any special qualifications they might possess.

Overwhelming response

As may be expected, this invitation drew an overwhelming response, and enthusiasm reached fever-heat in Mr. Storey's native Lancashire.

Photographs poured in and many were published in the Press, with such entrancing captions as "Aspirants to Bathing Belle Crown" or "Girls who may become Bathing Belles."

Meanwhile, in touring from place to place, Mr. Storey arranged for nightly parades of local aspirants at amusement halls where he was appearing in a double turn with Miss Rose Lee.

According to these posters the aspirants would be presented before the audience at each performance to be judged in bathing costume.

It all sounds very thrilling and enterprising, but before we allow the glamour to overcome our prudence it may be well to ask a pertinent question.

Who is Rex Storey?

Notwithstanding the great wealth of publicity in which he has been heralded as a famous film producer and star, we venture to state that he is quite unknown here in the former capacity, and while he has certainly done some film work abroad, there is not the slightest evidence to justify the title of "star."

Good business

It is one thing for a comparatively unknown person to offer to select, train and engage a hundred British girls for film work, but it is quite another matter for him to carry his plan into effect.

There is no doubt that the publicity consequent upon his offer would do much to fill the various places of

Miss Rose Lee

amusement where he was appearing, and that would be very good indeed for "business."

But has Mr. Storey the financial backing necessary for such an ambitious enterprise, or, in other words, what sort of guarantee is he able to hold out to the selected aspirants?

To quote his own words, "Only the best films can hope to succeed, and only the best films will be produced."

The new star

No one can gainsay the truth of the first half of this statement; but we should like to qualify the latter part by saying that the best films can only be produced providing sufficient funds are available for that purpose, and providing the producer is a man of the highest technical experience.

A little more information as to Mr. Storey's credentials and qualifications would enable the public to regard the scheme a little more seriously.

According to the playbills of theatres at which he is appearing, this budding British Mack Sennett is "presented" by a Mr. Edward Cook.

Amongst the other people whom Mr. Cook has "presented" in this line of business was a beautiful young actress of nineteen, who, curiously enough, made her public appearance at Manchester and Blackpool only a week or so before Mr. Storey came upon the scene.

Mr. Storey, of course, had nothing to do with this particular venture.

A nasty fall

She was billed heavily and received much publicity as "The £100 a Week Film Girl," and, being bred and born in Manchester, she attracted much local interest.

People flocked to see the girl who was claimed to have suddenly become a great film star, and who, of course, believed she had a contract.

At each performance, this lady, who was accompanied by Mr. Cook himself, made a little speech and it was given out on her behalf that she had secured a contract to star in films in America for three years at a commencing salary of £100 a week.

Manchester must have been very proud of this little chorus girl, who had risen in the night, so to speak, to such glorious heights.

Under the contract Mr. Cook said he had for her, she was to sail for Hollywood at the end of March.

But she has not gone.

Nor is she earning the promised hundreds in Hollywood, but is at present dancing for £4 a week in a London cabaret.

Hoaxing the public

Her disappointing experience is of great importance here, not only because the same Mr. Cook is behind the Rex Storey scena, but also because, in spite of her promise as a dancer, the "£100 a Week Film Girl" is unknown in the British film world and has not the experience to entitle her to such a magnificent position in the very competitive circles of Hollywood.

Many famous British film actresses would take the work for half the money.

British experts in London regard this adventure of Mr. Cook as a great hoax upon the public and the film world in general.

It certainly is, and girls who are attracted by the present Rex Storey "stunt" should enquire very fully into the whole scheme before parading themselves before the public in bathing costumes in Mr. Rex Storey's music-hall sketch.

As a matter of fact, one manager, when interviewed recently, declared that he was particularly anxious to meet Mr. Cook, as he felt that he had been badly let down in engaging the lady mentioned.

A number of his patrons, he added, had complained to him on the subject, expressing their opinion that the whole thing was a hoax. His prestige, and the prestige of his house, had suffered accordingly.

A Gushing Institute

Costly Flapdoodle

IF your Derby fancy proved fickle and shattered your day-dreams don't repine. You have paid your money to the bookies and there is an end of it.

It might have been worse. In dreaming mood you might have invested in a psychology course, in which case you would now be plodding through mind-torturing lessons.

For the Universal Institute of Psychology, of Victoria Street, Manchester, seems particularly bent upon gathering in dreamers.

According to its printed matter it is conducted by two gentlemen named Robert T. Heath and Russell F. Munroe, who describe themselves as psychologists, psychotheropists and psychoanalysts.

A home, a car, money and love are the things that count, they declare, and publish a message to tell the dreamers how these things can be attained.

"Realisation" is the inspiring heading under which this message is printed, and the message itself runs to nearly thirteen closely crammed pages of type.

Unconscious humour

The temptation to quote is very strong, but we must content ourselves by saying that the institute only claims that the message *may* have much to do with your future.

It does not imply that those who weather its thirteen pages will acquire a house, a car, wealth and a wife *en route*.

There is an "if," and that "if" is explained in a follow-up letter which reaches the dreamer a day or two after the vital message.

There is a note of unconscious humour in the opening sentence of this letter, which runs: "By this time you have read 'Realisation,' and I hope it hit the right spot, the warm spot, within you."

However, the writer's hope does not end there. He hopes the message made the reader wonder; he hopes it made his pulses beat faster; he hopes it "ushered right into your consciousness a flood of bright, daring, inspiring new hopes for the future!"

Hoaxing the public

The letter then goes on to speak of the universal desire for "pelf and power," of "dreams that fill the breast," and of the "divine restlessness that craves the better things—and a whole lot of them."

Of course, you have guessed it by this time.

All the pages of gush that have gone before are merely designed as introduction to an accompanying form of enrolment in "The Realisation System of Practical Psychology."

The fee is two guineas, and there are twelve lessons, but you can ask for your money back if not satisfied after taking six of the said lessons.

But what on earth would a student do with half a house, half a car, half a bank account and half a . . . . but think it out for yourselves.

BEAUTY PREPARATION: SERIOUS CHARGES

INECTO GOES WRONG

Ducker Dodges his Dues

SOME time ago an actress, named Edith Rivette, paid a visit to a hairdresser's establishment in Brixton and requested special treatment for her hair as it was losing colour and commencing to fall out.

The hairdresser recommended a dye called "Inecto Rapid," which many people will probably know by name, and in connection with which the proprietors now issue a plain warning as to the conditions under which it can be used with safety.

Mrs. Rivette paid the requisite fee and underwent the prescribed treatment, which consisted mainly of scalp massage with lotions taken from two bottles.

At the conclusion of this "treatment" Mrs. Rivette returned home to await the desired result. But instead of her hair assuming the promised hue the first noticeable effect of the "treatment" took the alarming form of violent pains in the head!

Grave results

These symptoms were followed by a rash, which broke out badly over the lady's neck, face and scalp.

The gravity of her condition may best be gauged from the fact that it was necessary for her to go to Charing Cross Hospital for treatment to counteract the effects produced by the ingredients of the disappointing hair-dye.

Eventually she sued Inecto, Ltd., the owners of the dye, for damages, and her case came before Mr. Justice Bailhache, who gave a verdict in her favour for £200 and costs.

This action, which is only one of several that have been brought against Inecto, Ltd., was heard in the High Court as far back as 1922; but, strange as it may seem, Mrs. Rivette, who so courageously took the matter to law, has not received one penny of her damages, apart from £50 which the company had previously paid into court!

Nor, indeed, have certain other victims who, having suffered in the same way from the disastrous effects produced by "Inecto Rapid," likewise brought successful actions against the company.

Suspicious disclosures

A case in point is that of Mrs. Pendry, of Hampstead. This lady had the misfortune to use some of the dye, and a day or two later a sore appeared on the side of her head, followed by others which spread all over her scalp and face.

Mrs. Pendry had never previously suffered from skin afflictions, and her alarm may easily be imagined when the present trouble began to spread to her arms, hands and body.

She was indisposed for months, suffering terrible burning pains, and was forced to wear a mask of cotton wool. A doctor attended her for four or five weeks, and at one period she was practically blind!

Mrs. Pendry brought an action against Inecto, Ltd., but is still awaiting payment of the amount the company agreed to hand her in the settlement which ensued.

Practically the whole of the shares in Inecto, Ltd., were held by three brothers—Philip Walley Ducker, Philip James Ducker and Noel Blake Ducker.

About the time the trouble began, this trio wound the company up voluntarily on the ground that it could not meet its liabilities.

But, as the outcome of this, certain of the assets were purported to be sold to another company, which was formed to carry on the business from the same address in North Audley Street!

In the summer of 1922 Mr. Justice Astbury, on the petition of one of the people who had succeeded in obtaining judgment for damages against Inecto, Ltd., ordered a compulsory winding-up of the concern.

In so doing he observed that the transactions disclosed were so suspicious that they ought to be investigated by the Official Receiver, not merely with a view to ensuring that the debts should be paid, but for the purpose of enquiring into *what looked like serious frauds!*

Since this grave statement was made by Mr. Justice Astbury nearly five years have passed. Yet the creditors—particularly those who went to the expense of establishing their claims for damages by bringing actions in the High Court—are no nearer payment than they were before.

Brothers fall out

A few days ago one of the three brothers, Mr. Philip Walley Ducker, brought a summons for misfeasance against another brother, Mr. Noel Blake Ducker, alleging that the latter had improperly acquired the whole of the business of Inecto during his absence.

During the hearing of this summons some amazing statements were made. One was that Mr. Philip Walley Ducker, who brought the action, was at present in Paris, avoiding arrest on the charge of defrauding the Inland Revenue authorities to the extent of £30,000!

Mr. Justice Astbury, who made the compulsory winding-up order against Inecto, Ltd.

It was not Mr. Justice Astbury who heard this recent case. It was Mr. Justice Romer, but it is exceedingly interesting to note that the latter fully endorsed his colleague's recommendations in regard to an investigation of the suspicious affairs to which we have referred.

Referring to the transfer of the assets, Mr. Justice Romer pointed out that the methods employed had had the effect of leaving the Inland Revenue authorities and the creditors—including those who had been injured through using the hair-dye—to whistle for their debts!

He was satisfied, he added, that the matter required "very serious investigation."

Those, briefly, are the facts. For the sake of the creditors we ask the authorities to go into the matter without any further delay.

It is, to say the least, grossly unfair that those who have suffered in this remarkable case should be left in the air without any definite tidings as to their ultimate fate.

THE LURES OF LOUGHBORO' LOO

A BAD EGG LAYER

EVERYBODY knows the man who is fond of declaring with a knowing air that "backing horses is a mug's game," and who further goes on to express the opinion that "the man who lays the odds is the one who makes the money."

For this particular type of mug there is also a trap. It appears not infrequently in the form of an advertisement under the dignified heading, "Partnerships and Financial," in some of the most respectable daily newspapers.

The advertisements invite investors with a hundred pounds or so to join a bookmaker in partnership. Business taught, salary-expenses and half-share of the profits is the sticky mixture which catches the fly.

Natural reluctance

The other side of the story rarely comes to light because gentlemen with bright ideas about bookmaking as a get-rich-quick occupation are loth to confess that they have had to pay heavily to learn the truth of the old proverb about a fool and his money.

There are those, however, who are wise enough to write to JOHN BULL about it first.

From a Lancashire reader some time ago we received an enquiry regarding a Mr. William Lewin, whose advertisement he had answered.

Good advice

Lewin wrote from an hotel in Nottingham on a printed letter-heading in which he is described as a "turf accountant," established 1898, who attends all race-meetings

In his letter, Lewin stated that he wanted a man to "learn the clerking." He also stated that he was "willing to double any amount from £150 upwards and to sign an agreement to state that we share half each and divide once per week."

After inviting his correspondent to wire to the hotel making an appointment to meet him, Lewin adds, "I am well known here, having been a patron of the hotel for a great many years." In an ingenious postscript he adds, "The sooner I hear from you the better."

Lewin did not hear from our reader because we advised him to keep his money in his pocket.

Enquiries showed Lewin's permanent address to be a cottage in Bridlington Street, Hyson Green, Nottingham. At one time he had an office in Flewitt Street, and later in Parliament Street in the same city.

He is without capital and has several unsatisfied judgments registered against him in the Nottingham County Court.

Woman in the case

This man is described as the starter of a four-handed clique, which includes a woman known as "Loughboro Loo," and two other men named Brocklehurst and Scrubs.

When Lewin is successful in finding a "partner" one day's racing is sufficient to enable him and his co-workers to dispossess him of his money.

Just before the start of one of the last races, Loo lures the "partner" to one of the refreshment-bars. Lewin is not only "skinned" when they return, but in debt.

One man acts as Lewin's clerk, while the other man is the lucky winner and draws the money from Lewin in front of him.

Timely warning

Lewin then presents his one-day partner with a bill for half his additional losses and threatens legal proceedings if he does not pay.

The police have stopped Lewin from having letters and telegrams addressed to him at Nottingham hotels, and he has also closed down his office there.

We trust this exposure of his activities may not only prevent his operations elsewhere, but stand for a timely warning to would-be adventurers into the turfed fields of finance.

CRUEL FARM FLEECE

A MANY-NAME TRICKSTER

Bailey's Egg Mash

THE farmer's lot is not altogether an envious one. Even Nature at times seems to work against him. When dubious traders, too, hover round his path, his lot is made all the harder

A GENTLEMAN who has long since brought discredit upon the good name of the great fruit and vegetable markets is a Mr. Wallace Bailey, who at present resides in Goldhawk Road, Shepherd's Bush.

For many years this man has operated, under varying styles, as a poultry and provision merchant and importer. Generally speaking, his activities have led all but himself into financial ruin and despair.

During the past few months he has occupied offices in South Street, Isleworth, Middlesex, where he has acted as managing director of a concern called W. and M. Bailey, Limited.

In this capacity he has obtained goods from small farmers and others in all parts of the country on credit, disposed of them for cash, and left the creditors whistling for their money.

Foiling the farmer

A very sad story is that of Mr. F. G. Gilbert, of Holsworthy, Devon, who only two years ago opened a farming business with the little capital he possessed, in the hope of trying, as he himself says, "to make an honest living."

Last December he received a circular from W. and M. Bailey, Limited, which, on nicely and impressively printed notepaper, stated that the company would be glad to receive poultry, eggs, potatoes, etc.

Mr. Gilbert, unsuspecting of the fact that he was dealing with a concern which he has now discovered has a persistent trickster behind it, sent eggs and poultry worth £75 9s. 8d. to Isleworth.

No money came. He received a letter saying that the empty crates had been returned, but nothing in the way of cash. Months passed, but still no money, and letters brought no satisfactory result.

To this day Mr. Gilbert is still without his due and, being in such a small way of business, the loss inflicted upon him is very serious.

Full programme

His experience, though cruel, is typical of many. In his own neighbourhood, for instance, there is another poor farmer who, induced to send £90 worth of goods in similar circumstances, has nothing but a dishonoured judgment in return, upon the abortive proceedings of which he has to pay the costs!

What, then, is W. and M. Bailey, Ltd.?

It is a private company, registered a couple of years ago with a nominal capital of £100 for the purpose of carrying on the business of "fruit and vegetable salesmen and dealers in all kinds of British, Foreign and Colonial Produce and things appertaining to same"—a pretty comprehensive programme to fulfil upon the slim capital of £100, even if this sum was all subscribed.

Exactly £10 is paid up in cash, however, and it is upon this slender financial footing that Mr. Wallace Bailey's company has thought fit to order goods from all and sundry!

Drab record

This would not be so bad were Bailey an honest trader. But what is his record?

He has run several "businesses" in the same line of commerce and, for years past, has succeeded in obtaining goods from people without payment.

One of the earliest of these was Wallace Bailey and Co., which operated ten years ago from various addresses in the City of London.

Mr. Charles Wray, the newly elected President of the National Federation of Fruitgrowers, which organisation should endeavour to stop swindling of this character

In these earlier ventures he was known by his own name—Sidney Charles Pittman—and by several aliases, which include those of "J. H. Thomas" and "Charles Roach."

In 1918 his complicated activities led him into the mire. He tricked his creditors by transferring the assets, which belonged to them, to a new business he formed called Wallace Bailey and Co., Ltd., and proceeded to carry on as though nothing had happened.

The law is an "ass"

In the course of this impudent evasion of the law, he falsified his books of accounts and committed certain other illegal acts, and was charged at the Old Bailey and convicted.

Wallace Bailey and Co., Ltd., was carried on in the usual Pittman fashion, and in 1922 failed for no less than £9,188! In his defence of this collapse Mr. Pittman—alias Bailey, alias Thomas, alias Roach—said his failure was caused by a number of robberies at his company's premises!

He was, nevertheless, made bankrupt again on this occasion and has never obtained his discharge.

Yet he can come along again, this time in the guise of W. and M. Bailey, Limited, and, with a total cash capital of £10, proceed to victimise people all over the country.

The law is obviously an "ass" when such "firms" are permitted to operate to the detriment and loss of poor people like Mr. Gilbert of Holsworthy and the many other creditors of this many-named trickster.

ANY LINO LADY?

PIE-CRUST PROMISES

A Jolt for Jones

WHEN a firm advertises for customers and is only induced to send goods by legal process, it is time it was compelled to adopt more honest business methods

"FLOOR-COVERING Specialists" is the self-selected designation of a concern called Charles Jones and Son, of Tower Bridge Road, London, S.E., but it has shown itself in practice to be something of a specialist in how not to conduct a business.

Charles Jones and Son, which is the trading name of Mr. C. H. E. Jones, who controls its affairs, undertakes to supply cheap rugs, mats and linoleum through the medium of the post.

It is only fair to state that, in its early days, it did a genuine business, and, advertising in numerous newspapers, supplied its customers with goods which, considering the reasonable prices charged, were quite satisfactory.

Poor folk diddled

But during the past six months the firm of Charles Jones and Son has altered in a most drastic manner, and it is now drifting rapidly from bad to worse.

Poor people throughout the country who urgently required goods of the kind specified above, but who couldn't afford to purchase them at the prices obtaining locally, have sent sums of money varying from 15s. to £2 to Messrs. Charles Jones and Son, with the unsatisfactory result that they have been kept waiting for weeks, and in some cases months, without any word of explanation as to what is happening to their orders or money.

Enquiries into the matter show that Mr. Jones seldom despatches the goods until the utmost pressure has been brought to bear upon him.

In fact, he seems to make it a rule to treat most of his clients with indifference and neglect until he is forced into a corner, either by the threat of legal proceedings or by a personal visit from the police.

As a typical instance of such dilatory methods, we may cite the experience of a lady who resides at Felixstowe.

Applying six weeks ago for particulars of Mr. Jones' bargains, she was favoured with a printed circular, enclosing samples of a "full range of floor-coverings."

The letter was at once courteous and business-like. Precise instructions as to sending measurements were followed with the stipulation that cash should be sent with the order.

Impudent note

The company for its part undertook to "despatch goods exactly to pattern ordered within forty-eight hours, carriage paid to your door."

It also accepted full responsibility for any goods lost or damaged in transit, and assured the lady that her instructions would receive "expert attention."

A note at the foot of the circular specifically warned the prospective client to be cautious in dealing with other firms making similar offers!

Few people will be surprised to learn that the Felixstowe lady was most impressed by this circular. She immediately sent a pound note and a five-shilling postal order to Messrs. Charles Jones and Son for ten square yards of special floor-covering.

Nothing doing

Forty-eight hours elapsed, but the promised floor-cloth did not arrive, nor did the courteous firm offer any acknowledgment of the order.

So after waiting several days the lady wrote to enquire into the matter, but her letter only drew a formal receipt for her money.

The forty-eight hours have now developed into forty-eight days, but nothing further has transpired and several postcards and one registered letter have been simply ignored.

Similar complaints, from Bolton, Scarborough, Sheringham, Glasgow and Inverness, have been lodged.

They were unable to obtain their goods from Charles Jones and Son, and the firm did not even acknowledge its liability in the matter.

Many of these clients, disgusted with the extremely dilatory methods of this firm, have written to Scotland Yard for advice, with the result that pertinent enquiries have been made by police officers at the Tower Bridge Road premises.

Following such visits, which have been quite numerous, Mr. Jones has generally awakened to a sudden sense of his responsibilities and the goods have been despatched.

New duty for police

But here we should like to point out most emphatically that the ratepayers of this country do not bear the expense of maintaining an admirable police force for the doubtful pleasure of seeing it act in the capacity of debt-collectors!

Yet that is how the dilatory methods of Messrs. Charles Jones and Son have forced it to act on countless occasions, and people in various parts of the country who have received belated satisfaction might never have received satisfaction at all but for such timely intervention.

So long as Mr. Jones follows the practice of fulfilling his obligations when reminded of them by the police the law cannot touch him, no matter how long he has kept his clients waiting beforehand. His offence only falls within the category of business inefficiency and indifference.

But the very fact that he is practising such methods should be sufficient to condemn him in the eyes of the public, and his business offers should be ignored until he thinks fit to adopt that measure of courtesy and promptitude so blatantly promised in his circulars.

TESTER THE TRICKSTER

A ROGUE IN HIDING

Fake Through and Through

WHAT is happening in the case of a very clever gentleman named William Ernest Tester, who is supposed to be in Paris evading the English police?

Chief amongst many of his ventures was a concern called the Dublin and County Sports Club, Limited, which was registered about a year ago with a nominal capital of £150,000.

A second company, known as Irish Attractions, Ltd., was registered shortly afterwards, and a glowing prospectus was issued through this latter company promising big returns to those who took up shares in the Sports Club.

This prospectus was full of glaring misstatements and was ornamented with a photograph of the Royal Marine Hotel, Kingstown, which was described as the "Club Premises." This description was applied without any authority.

Imaginative touches

But the free use of such "imaginative" touches extended still further. The National Bank (College Green Branch) was stated to be the club's bank, but this was quite unwarranted.

Application was most certainly made in this respect, but when the bank realised the true nature of the business being transacted, it insisted on the account being closed immediately.

In the same way, the statement that the company possessed £150,000 in capital was entirely untrue.

The scheme set forth in the prospectus was decidedly alluring. Prizes to the value of £20,000 were offered in what was little more than a lottery.

Applicants were invited to subscribe £1 shares in the Dublin and County Sports Club, Ltd., which would entitle them to participate in the prize scheme.

Misused names

Money soon began to pour in from people who were anxious to win a fortune in return for an outlay of £1, but the Dublin police intervened and applied for warrants against Tester and certain of his associates, who were charged with fraudulently conspiring to obtain money by false pretences.

They duly appeared at the Dublin District Court and were remanded on bail. During one of the adjournments all the defendants appeared with the exception of Tester, who had disappeared.

Tester misused the names of many prominent people in connection with this scheme. About two months before it was floated he and an associate called upon Major J. J. Tynan, honorary secretary of the British Legion for the southern area of Ireland.

They informed him that they were about to start a Sports Club company and purchase the Marine Hotel. They then invited the major to become a director, but he promptly declined.

Later the major received a letter urging him to alter his decision and to prevail upon his friend General Sir William Hickey to lend his name also.

"I need hardly enlarge on the great assistance you would give the company in the event of your acceptance," ran the letter, "neither need I stress the point that we will take every opportunity of employing members of the British Legion together with the arranging, whenever possible, of items financially to support the same."

A further offer was made by Tester of £50 towards the funds of the British Legion if the major and General Sir William Hickey would join the board, and he held out the promise of a further £50 donation at a later date.

Major Tynan naturally, for the good of the cause he represented, became interested and attended a meeting of the Sports Club Board at which, it should be noted, no mention was made of the lottery scheme.

It was not until the major happened to call at the London office of the venture that he discovered that his name was being used on the lottery circulars as a guarantee, and he instantly gave orders for it to be erased.

Cowardly conduct

As a matter of fact, there was no prize money in evidence at the bank, though Tester had certainly deposited a few securities.

These referred to shares in companies supposed to have been acquired by Tester, but the companies had no knowledge of them and refused to recognise them.

Mr. Percival Clarke, who prosecuted one of Tester's associates

Tester has figured in other cases where people have been persuaded to buy shares which have proved fakes, and this is another reason why the police should spare no pains to bring him to justice.

Since Tester went abroad another warrant has been issued against him on a different charge. The concerns with which he has been associated are decidedly complicated and tangled. They have undoubtedly resulted in a large number of people losing considerable sums of money.

That he is unscrupulous to a degree is shown by his action in absconding his bail and leaving his former associates to face the music.

We sincerely trust that no more time will be allowed to elapse before an extradition order is obtained so that this impudent trickster can be brought back to receive the punishment he undoubtedly deserves.

HAS MR. POTTER BUNGLED?

A GRAVE HOUSING SCANDAL

A STATE of affairs in the town of Sevenoaks in Kent came to our notice the other day, which emphatically calls for an explanation.

When the Rural District Council launched its housing scheme some years ago, a certain Mr. Percy F. Potter was appointed architect. The houses were to be erected on the usual system in such cases, with a 75 per cent. subsidy from the Ministry of Health.

Mr. Potter proceeded most satisfactorily with his work and soon quite delightful little dwellings began to appear on the outskirts of the town. Things have taken a new turn now.

Strict orders

At a meeting of the Sevenoaks Council, not long ago, there was strange business to discuss. The Housing Committee were not at all satisfied with the way in which Mr. Potter had adhered to the original specification as to bricks, when the housing scheme was first launched.

One member produced samples of bricks used in the erection of the council houses, and it was agreed that the use of lime and sand bricks for all outside work be discontinued at once, and that the builder be called upon to adhere to the specification.

Why bricks were faulty

With this announcement came the reading of a letter from Mr. Potter stating that he had resigned his office as a director of a local brick company, the Greatness Brickworks, Ltd.

The whole matter is very difficult to understand.

A representative of JOHN BULL found certain cottages that had been erected by the council of the usual type of burnt-clay brick to be most satisfactory.

He also found several cottages the bricks for which had been supplied by the Greatness Brickworks, Limited, of Sevenoaks, which, by the way, make only sand-lime bricks, to be much less satisfactory.

Bricklayers were actually engaged repairing cracks 5 ft. in length.

It has been said that the tenants of the council cottages are quite satisfied, but in the case of these in which the bricklayers were repairing no one had ever occupied them.

A special sub-committee of the Housing Committee of the Sevenoaks Council also made an inspection.

In its report, its statement was satisfactory, except in the case of two cottages, and it was explained in that case that the bricks had been made during a rain-storm and had suffered in quality in consequence.

Mr. Potter was present when this tour was made, and offered to have the houses rough-cast at his own expense.

Mr. Potter, of course, was a director of the firm which had supplied the bricks and he had taken upon himself to procure bricks from it in spite of the fact that it only made bricks composed of sand and lime.

Differing views

After all, the Greatness Brickworks, Ltd., was floated as recently as February, 1925, with a directorate composed mainly of local men.

It began its career well by supplying, it is said, about 359,000 bricks in the November of the following year.

Mr. Potter has stated that the companies who were supplying material did not supply the quality that he, as council architect, could use. So he felt justified in resorting to his own company to supply something with which he would be proud to build. His employers, of course, thought otherwise.

Public money at stake

We understand that Mr. Potter is to tender an explanation of his conduct to the council in the near future.

We must remember, however, that public money is at stake.

Here is an architect spending the subsidy out of public funds, not only in direct contradiction of the orders he has received from the council, but actually with a firm in which he has more than a sentimental interest.

The Ministry of Health has been appealed to without any result. We think a little interest in the matter on its part would be justified. A case of this nature demands the most stringent enquiry.

The public will certainly await Mr. Potter's promised explanation with interest.

DON JUAN JAMES JOHN!

A HEARTLESS FASCINATOR

Lothario's Fourth Bride

SEVERAL people are looking for James John Jarvis Walker, commonly known as Jack Walker. A bookbinder by trade and a spell-binder by instinct, Mr. Walker has made a hobby of breaking women's hearts.

A native of King's Lynn, Jack Walker married as soon as he attained manhood. Twenty years ago at Fakenham he deserted his wife and two children, and went to Tonbridge with a young girl who had been working in the same shop as himself.

"Jack" Walker

Shortly afterwards he was arrested and taken back to Fakenham where he was sentenced to three months' imprisonment.

After this salutary punishment, Mrs. Walker forgave her husband, who returned home a sadder and, apparently, a wiser man.

A third child was born after the reunion, and for some years Walker continued to be a model husband and father.

Then the wanderlust came upon him again and he left home a second time. Another young girl took his fancy.

She also was employed in the bookbinding department where he worked. He courted this girl, posing as a single man. Having completely won her affections, Walker placed her in a position where marriage was imperative.

Then he was forced to confess that he was already married. He explained that he had parted from his wife who would divorce him.

On this understanding, and because of her condition, Walker's second victim consented to live with him as his wife.

The divorce never materialised, Mrs. Walker contenting herself with a separation order.

These events happened in London over nine years ago, where Walker was then working. Four years later he went to Birmingham, taking his second "wife" with him. Three children were born of this union, the youngest of whom is now just two years old.

Incorrigible rogue

Two and a half years ago Walker engaged a girl of eighteen as an improver in the bookbinding department over which he was foreman and a new friendship began.

This girl became a frequent visitor at his house and was accorded the affection and friendship of his "wife" and children.

A few weeks ago, Walker's employment at Birmingham came to a sudden end. He brought his family to London. They went to stay with the mother's parents while he took lodgings near by. Their furniture and effects were stored at a neighbouring depository until they could find a house.

In March last the girl in Birmingham came of age. Ten days later she joined Walker in London, who then left his lodgings without a word to his "wife" and family.

Walker's past history proves that he is incorrigible. It is feared, with much reason, that when he grows tired of this girl he will desert her and leave her to her fate as unconcernedly as he has done with others.

Much sought after

So a number of people are looking for Walker. His wife wants to find him for arrears for maintenance. The mother of the woman he has deserted wants to find him to recover over a hundred pounds she lent him for her daughter's sake.

The daughter herself seeks him to discover what he proposes to do about his children. She also wants insurance policies, clothing and other personal effects locked up in the depository.

The people who own the depository would like to find Walker's present address.

Lastly, the friends of the young girl of twenty-one, which this graceless Lothario of fifty-four has seduced, want to find him.

About 5 ft. 5 in. in height, and stockily built, Walker is described as having dark eyes, grey hair going bald, and a soft voice.

According to the girl with whom he is now living he rents a "lovely little flat, all self-contained and beautifully furnished." The woman and children he has so basely deserted are sleeping on the bare boards of an unfurnished room.

WEAVING A FORTUNE

£2,000 for a Millworker

"MR. WILLIAM EARNSHAW, 37, Hawthorn Road, Preston—You have been awarded the First Prize of £2,000 for the 'Bullet'—WHAT IS A VOTE? 'SECRET'—BUT 'EVERYBODY'S BUSINESS.'"

That was the telegram from JOHN BULL which, a few days ago, made a happy little home in Lancashire still happier.

In these days of uncertain employment, a man with the important job of "overlooker" in a big cotton mill may count himself fortunate.

But young Mr. Earnshaw was not content with that. He looked to the future. His wife and his blue-eyed little daughter of three needed providing for.

Pleasant shock

So after the long day's work at the looms of Messrs. Horrockses, Crewdson's Preston factory, Mr. Earnshaw tried his hand at weaving "Bullets."

"The shock of this £2,000 has properly bowled me out," the winner told a JOHN BULL man. "Although I've been pegging away at 'Bullets' year after year with my eye on a First Prize, I never expected such splendid news as this."

How it is done

Mr. Earnshaw has tasted small successes in "Bullets" before—indeed, he paid a glowing tribute to a "Bullets" fowl which he enjoyed last Christmas.

Twice he has been in the £5 list, he has won a "Bullets" Turkey and many a time he has come home to find a five-shilling, half-a-crown, or a "Target" Prize awaiting him.

"I devote about three or four hours a week to preparing my entries," he continued, "and I thoroughly enjoy it. But making 'Bullets' isn't only an amusement—it has real educational value."

"My methods?" Mr. Earnshaw replied to a question. "Well, it's rather an unusual one. I really work backwards, you see. I analyse every winning effort in turn and try to discover the line of thought which led the winning competitor from the 'Example' to the 'Bullet'—it's just like taking a watch to pieces to see how it works.

"Then I apply the same style of reasoning to the current 'Examples,' with a particular eye to working a striking contrast into my 'Bullet.'"

"Supposing your success had come a little later," said the JOHN BULL man. "It might have brought you the £3,000 'Ideal Home' Prize we're offering this week—a House, Furniture, Motor-car and £1,000."

Mr. Wm. Earnshaw

Mr. Earnshaw looked at his wife, he glanced at the baby asleep on the sofa, he looked round the sunny little living-room.

"I've got an ideal home here already," he said, "and I couldn't have been more delighted with my prize had it been £10,000. But I know there are many to whom that Ideal Home would mean—well, just everything. Tell them to try my way of making efforts. If it can win £2,000, it may win 'Bullets' biggest prize!"

Ellis and £ s. d.

Guarantee Goes West

MR. SIDNEY WINGHAM was demobilised in 1919 after an honourable military career, during which he experienced all the rigours of the campaign in the Far East. He remained in that part of the world for eight years longer in the service of the Irak Railways, and returned to England in January last.

Mr. Wingham had managed to bring home £100 which he relied upon to see him through until he could get remunerative employment.

In the process of looking for such employment, Mr. Wingham answered an advertisement for a confidential clerk, and in due course was favoured with a letter from Mr. Coates Ellis, of Oxenden Street, Panton Street, S.W.

He found Mr. Coates Ellis to be the proprietor of Ellis and Co., estate and business transfer agents.

True the office of Ellis and Co. was not very impressive, but the proprietor himself made up for any deficiency on that score.

What was acceptable

When he learned that Mr. Wingham had £100 to play with, he became quite eloquent and it was not long before that sum found its way into his pocket as a guarantee.

It was pointed out that the confidential clerk of Ellis and Co. would naturally have to deal with large sums belonging to its numerous clients, and that therefore the guarantee bond which Mr. Wingham rather diffidently suggested would not be so acceptable as hard cash.

So the £100 passed into the bank account of Ellis and Co., and Mr. Wingham commenced work fortified by a very legal-looking form of agreement, which, however, still lacks the necessary revenue stamp.

Mr. Wingham soon found that the numerous clients existed mainly upon paper. The advertising columns of the morning paper were examined each day, and when there was a business for sale Mr. Wingham was despatched to try and get it on to the books of the agency.

Mr. Coates Ellis was always talking of big deals that were in process of completion, but nothing ever transpired.

Sudden disappearance

On Thursday, May 26, Mr. Coates Ellis told the girl clerk that she need not come on the following morning until 10 a.m., as there would not be much work doing. When she arrived she found no Mr. Ellis; and neither she nor Mr. Wingham has heard anything of him since.

The landlord has taken possession and Mr. Wingham has lost his £100 and the little girl clerk was left without her wages. There is also a firm of money-lenders in the West End who are considerably poorer.

This is but another example of the necessity for caution where hard cash is demanded as a preliminary to employment.

THE British nation is in danger! There is imminent risk of it following other nations that have gone to decay. But there is one great force that can save it. In that alone lies strength and security

Three Dead Eagles

by PROFESSOR GILBERT MURRAY, LL.D. D.Litt. (*President, League of Nations Union*)

A FEW days ago some one wrote a postcard to the League of Nations Union saying: "I don't believe in the League of Nations. I only believe in Great Britain and her dependencies." It is a sentiment that one often meets: "Back up the Empire, and leave the League to foreigners."

And if ever there were really an opposition between the two, the choice would be for Britishers difficult.

But the truth is that there is no opposition: the interests of the League of Nations and of the British Empire are identical. They stand on the same base, and whatever strengthens the first helps the second.

If the League should fail, the British Empire would not long survive.

Does this seem a paradox or an exaggeration? Let us think it over.

To begin with, Britain needs a strong League of Nations because the greatest of British interests is peace, and the League is the great instrument for preserving peace. We need peace, first for direct military reasons.

We are perhaps the strongest, but certainly the most vulnerable of all great nations, for the simple reason that we live on an island which contains more inhabitants than it can possibly support by its own resources and lies within easy reach of enemy attack.

An awful prospect

Before the war our island position was a protection to us. As long as the British fleet held the seas our cities were safe from attack and the constant stream of merchant ships bringing our food supply from all corners of the world could pass uninterrupted.

But now there are aircraft and submarines, and in the next war—if such a thing ever comes—there will be thousands of both, and they will have on the western coasts of Europe, just opposite England, a series of admirable bases.

The aeroplanes can destroy our big towns—for defence against aircraft is very ineffective—while the submarines will prey on the merchant ships, make the Channel and the North Sea impassable, and eventually cut off supplies. We can be starved out in a few weeks, and we are the only great nation that can.

And our means of defence? Destroy the enemies' towns? By all means. Sweep his fleet off the sea? Yes, if he has one. Bomb all the submarines we can catch? Why certainly. But none of these things will give us food or keep our towns and factories going. No; the only safe defence is to have no war.

Again, all civilised countries at the present day live by what they produce and exchange. They are bound together by what is called the "economic nexus," so that a failure of the coffee crop in Brazil makes distress among iron-workers in Germany, the boycott of British trade in Shanghai sends up the number of our unemployed by the hundred thousand.

The great hinderer

The free flow of trade produces prosperity everywhere, and every violent disturbance to that flow produces misery somewhere; but there is no country so profoundly dependent on the free flow of trade as is Great Britain.

If America were cut off from foreign trade the Americans would only feel a pinch. If Germany were cut off, the Germans could still live. If Great Britain were cut off it would mean ruin: failures, the shutting of works, unemployment and eventually famine.

It is our interest to use every effort to prevent any great interruption of trade, and the greatest of interrupters is war. We must not only keep out of war; we must prevent the outbreak of war among our neighbours. And that can only be done through the League.

Lastly, if we think of our position in India, Egypt, Africa and elsewhere, it is worth remembering always that we are the only Empire left in the world, unless indeed we count the comparatively compact African empire of France.

The dead Eagles

Before the war there were five great Empires—Russia, Austria, Germany, China and Britain—but now all save the last are gone.

There was a revolutionary society, with its headquarters at Salonica during the war, which had for its motto, "Death to the Three Eagles"; and those three Eagles, the German, Austrian and Russian, are all dead. The Chinese Empire has been destroyed by seventeen years of civil war.

And now Great Britain stands alone, shaken but still very strong, and faces alone the tremendous storm of anti-imperialist feeling which still sweeps through the world.

If ever Great Britain meets a rebuff or if ever a British ruler makes a bad mistake or commits any act which can possibly be described as an "atrocity," you will find it is known all over the world.

In China, India, America, France, Germany, Italy, and above all in Russia, that discreditable incident will be known and repeated and magnified, while the immense mass of good and wise government, the honest administration of justice, the constant alleviation of suffering among the oppressed classes, which is really characteristic of the best British rule, is never mentioned or known or believed.

Dead and damned

How can we meet this incessant slanderous propaganda, which is undermining our prestige as an Empire? By abusing the authors of it in our newspapers?

But they do not read English newspapers, and would not believe them if they did. By running a counter-propaganda and meeting lie with lie? That silly plan was tried in the war, and may now be regarded as not only dead but damned.

There is only one method: by putting the truth before the Council of the League and answering any questions which the members may wish to ask. Sir A. Chamberlain has done that twice, both times with success.

There is a strong surge of feeling all over the world now against any form of Empire: a feeling that, if "no man is good enough to be another man's master," still less is any nation good enough to rule another nation.

And yet, on the other hand, it cannot possibly be right to urge that Great Britain should simply fling off all responsibility for the regions she now governs or advises in Asia and Africa. To do so would be to revive the slave trade and witch-hunting and unceasing wars; it would be to let an eighth part of the world fall back into savagery, or else become the prey of the worst sort of white adventurer.

What is the right way out? It is the way shown by the League in Article 22 of the Covenant. The higher nations are not simply to abandon the lower or weaker, neither are they to exploit them.

They are to administer them on the principle that "the well-being and development of such peoples form a sacred trust," and to prove their good faith by making every year a full report to the League Mandates Committee showing how the trust is being fulfilled.

Professor Gilbert Murray, famous man of letters, publicist, and author. What he says here is worth the attention of every thinking person.

Safeguard of peace

All that honest Englishmen want is to carry on our great task of government and guidance honestly and openly, under the eyes of the world, confident that, in spite of errors and faults, the more our actual work is known as a whole the more will our Empire be strengthened and our enemies' propaganda refuted. And that is exactly what, for the first time in history, is provided for us by the League.

One might go further. Labour conditions in Great Britain are better than those in most countries, but they may always be dragged down by the undercutting of less advanced nations, especially those in Asia or the East of Europe. How can we prevent that?

There is only one method: that of the International Labour Organisation, which sets to work, not by revolution but by agreement, to raise gradually the conditions of labour in the worst regions to the standard of those in the best. But I will not speak of that in detail.

Surely this is enough to show that a believer in the British Empire, if he is honest, is bound to support the League and see in it the safeguard of the British Empire as it is the safeguard of world civilisation and peace.

Distorted vision

If he turns away from the League, sneers at it and tries to weaken it, one can only conclude that he really thinks of the British Empire, not as an organ of civilisation and just government, but as secretly pursuing some aim of ambition or exploitation which he dares not avow.

He wants the Empire to hold and increase its position, not as the guide and friend of the weaker nations, regarding their well-being and development as a sacred trust; but more as what the Bolsheviks represent it, a conqueror and a slave-driver, a plotter in secret, a power based on guns and force.

He wants it to follow in the wake of those three great Eagles that are now lying dead.

WE'RE 21 TO-DAY!

WE'RE 21 to-day! And this is what famous people think of us—famous people in every walk of life and of every shade of opinion. We are proud of the reputation we have achieved. "'Tis not in mortals to command success, but we'll do more—deserve it."

Lord Denbigh

INDUSTRIAL PEACE
"John Bull's" Great Effort
LORD DENBIGH, C.V.O.,

Financier and Founder of C.O.D.

I HAVE much pleasure in offering to JOHN BULL my congratulations on its twenty-first birthday, and on its having reached such a very wide circulation in spite of the troubles it had to encounter a few years ago.

I am bound to say I frequently admire the courageous and straightforward manner in which your paper comes forward to bring undoubted wrongs to public notice.

I hope you will continue to urge the necessity for the exercise of sober common-sense in the promotion of that industrial peace which is the one thing so greatly required at the present moment in the interests of our country and of all classes.

EFFECTIVE ENERGY
Rt. Hon. Sir HERBERT SAMUEL,

Chairman of the Liberal Party.

UNDER its new auspices JOHN BULL is using the influence of its great circulation to promote, with energy and effect, many movements that serve the national well-being. I send my congratulations on its coming of age, and my best wishes for a long career of increasing usefulness and prosperity.

A NATIONAL INSTITUTION
The Rt. Hon. PHILIP SNOWDEN, M.P.,

Ex-Chancellor of the Exchequer.

I CONGRATULATE JOHN BULL upon attaining its majority. The journal in recent years, under its new management, has become a very useful national institution. By the universal agreement of competent persons it is the best arranged, the most readable, the most arresting of weekly papers.

But it is much more than that. If is a champion of good causes and a fearless critic of abuses. It knows no class, never bows its knee to Mammon.

It can look back on its 21st birthday to much useful work accomplished. The blackmailer, the exploiter, the sweater, and all who grind the faces of the poor live in fear of exposure from JOHN BULL's searchlight.

The journal is catholic in its interests and entirely impartial in its advocacy. It has one interest to serve—namely, the welfare of the country and the peace of the world.

Standing apart from political attachments, it is able to advocate reforms on their merits. I have admired the fearlessness with which the journal has championed many worthy causes which are still unpopular.

I hope now that it is entering into the full status of manhood it will have a long life of continued usefulness.

WORLD PEACE EFFORTS
The Rt. Hon. LORD GAINFORD,

Chairman, British Broadcasting Corporation.

LORD GAINFORD congratulates JOHN BULL upon its 21st birthday, and wishes success to its efforts to promote world peace and other causes which it supports for the benefit of the community.

FOR THE PEOPLE!
LORD STRATHSPEY,

31st Chief of the Clan Grant.

IT is with great pleasure that I hear JOHN BULL is to come of age (21 years old) in June, and I offer my hearty congratulations, although this great weekly has really passed that stage many years ago, having done a grown-up's work practically since its birth.

Whether all people are its friend or not, they must admit at least that it deserves a fair and just recognition, not because it publishes articles each week, but because it stands for the people as a whole and not for any one class.

It also has to be given due respect because it shows enmity to all wrong and evildoers, and each week contains strong endeavours to protect the lowly against the bully, and on all occasions by its work it helps to strengthen and consolidate our Empire.

May it long continue to have birthdays and carry on the good work of sweeping away all impure fungus growth!

JUSTICE ABOVE ALL
Miss A. MAUDE ROYDEN,

Co-Founder of the Fellowship Services.

IT is a splendid thing to know that a paper with a circulation like that of JOHN BULL should be standing so fearlessly for the best things in life. When I think how you are working for peace abroad and justice at home—justice above all to those who are least able to enforce their own claims—I do, indeed, congratulate you and us.

TRUTH AND PROGRESS
B. SEEBOHM ROWNTREE,

Business Man, Politician and Social Worker.

I AM always glad when a paper that reaches a very large number of readers makes an honest attempt to stand for truth, progress and common-sense, and therefore I sincerely wish JOHN BULL every success.

A NATIONAL ASSET!
Sir ARTHUR YAPP, K.B.E.,

Secretary of the Y.M.C.A.

MAY I, as one whose work has often been helped forward by your paper, offer my most cordial congratulations on the approaching celebration of your 21st birthday, and wish JOHN BULL many happy returns? I congratulate you, too, on a wonderful achievement in journalism and venture to predict that JOHN BULL will become more and more, as the years go by, a national and imperial asset:

1. Because of its wide circulation.

2. Because it makes its appeal to the common people and not to those of any one particular class or party.

3. Because its policy is fearlessly to denounce abuses wherever they exist.

4. Because in a day when it is more or less fashionable to belittle one's own country and its achievements, it is not afraid to strike a strong patriotic note.

With cordial congratulations, and wishing JOHN BULL every possible success.

FAIR TO EVERYONE
The Rt.. Hon. EDWARD SHORTT,

A former Home Secretary.

IN congratulating JOHN BULL on having attained the full age of twenty-one years, I would draw a veil over the earlier period of its existence, as to which, as I can say no good, the less I say the better. It is past.

The Rt. Hon. Edward Shortt

But to-day I can say with all sincerity that for some years JOHN BULL has been all that a great journal ought to be. Honest and fearless, it is fair to everyone. It is a loyal supporter of every good cause, but a stern foe to all that is evil. While it supplies the most interesting and attractive reading, it is, at the same time, rendering, as it has for some years rendered, a great public service

Long may it continue and prosper in the same good work.

The Rt. Hon. Sir Wm. Bull, M.P.

THE CHAMPION
The Rt. Hon. Sir WM. BULL,

M.P. for Hammersmith.

I AM interested to see that JOHN BULL is celebrating its 21st birthday. I remember quite well when the paper first came out. It was then rightly described as the poor man's "Truth," and I have noticed that it has stood up for the oppressed, and was the first to champion many causes which were worthy of support. I hope it will long continue to carry on its good work.

A NATIONAL FORUM
Sir ROBERT DONALD, G.B.E.,

Press Ambassador of the Empire.

THE rise of JOHN BULL, particularly during recent years, is one of the greatest achievements in popular journalism, and I have pleasure in joining in the chorus of congratulations which you will receive.

It occupies a unique position in journalism; no other journal is like it. JOHN BULL has no rivals, and it carries out its policy so thoroughly and efficiently that it leaves no room for competitors. That it should have reached a sale well over the million mark is in itself the best testimonial of public appreciation.

JOHN BULL serves the community by its support of good causes and by making itself a national forum for the expression of opinions by leading journalists, authors, publicists, and statesmen. No cause is too hopeless which does not enlist its sympathy and support: no interest too powerful to deter it from attack.

As for abuses, JOHN BULL glories in exposing them and in trouncing humbugs; and evildoers are in fear and terror of its lash. Your advocacy of reforms and your support of the League of Nations, as an instrument working for the cause of world peace, also redound to your credit.

I wish you continued prosperity and success in the journalistic mission which you have mapped out for yourself.

A Journalistic Triumph!

GRATITUDE!

A Friend in the Fight

Major T. H. HAGUE,

National Union of Limbless Ex-Servicemen.

MY message to JOHN BULL must be something more than one of mere congratulation; it must express the heartfelt gratitude of tens of thousands of limbless and other disabled ex-Service men who, amid the many difficulties so many have had to contend with since their return from active service, have found in JOHN BULL a staunch friend and consistent supporter in what, so often, has been a fight for justice.

During the past six years it has been my lot to deal with some of the most tragic cases arising out of war service, and I can place it on record that in no case where the powerful support of the Press has been needed have I ever appealed to JOHN BULL in vain.

I am, to-day, still convinced that the great British public is determined that the nation's debt of honour due to those who were maimed in her service shall be fully met; all honour to JOHN BULL in that it has never failed to stimulate public opinion in that direction.

And behind the scenes JOHN BULL has played a worthy part—and made no fuss about it either. Hundreds of those who fought and won in France have fought and lost in England, and but for the aid of JOHN BULL would have given up all hope; many of yesteryear's heroes have been saved from a pauper's grave.

It is a record of which any paper may well be proud; a record which bears testimony of the human sympathy of the Editor and his staff; a record to which I, for one, am glad to pay my humble tribute.

A PRECIOUS SECRET

VISCOUNT BURNHAM, G.C.M.G.,

Proprietor of the "Daily Telegraph."

LET me add my congratulations to many others that will be received by JOHN BULL on attaining its majority. In the past twenty-one years many journals have risen to great popularity, have died and have been forgotten; but JOHN BULL, moving with the times, has found the secret of meeting the needs of a growing circle of readers, who all seem chums and correspondents.

A DASHING CAREER

Sir HARRY LAUDER,

The famous Comedian.

I BELIEVE you are shortly going to have your 21st birthday. For a young man you have got a lot of sense and you're still learning. You have never been afraid to air your grievances. Some people would say you are a bold, bad youth, but you are a'richt in being bold and bad so long as you are not mad. Madness is a thing that is always out of season.

I hope you will have another twenty-one years of success and that you will go on your career lashing, and slashing, and dashing, as you have done in the past.

It takes a lot of nerve these days to stand one's ground, but you have been an example of the tenacity of the dog you represent.

All the luck in the world and a' the best be yours. From one of your weekly readers.

TELLING THE TRUTH

The Rev. G. A. STUDDERT-KENNEDY, M.C.,

Known all over the world as "Woodbine Willie."

ONE of the hardest things in the world to do is to tell the truth. It is hard enough to know it. But it is much harder to tell it when you do. You may intend to tell it, but hell is paved with good intentions, and those who intend to tell the truth and don't, contribute a good percentage of the paving-stones.

You have not told the truth until the other fellow gets it. You must waken him up and keep him awake to listen, and that's no easy job in a world that is half asleep. Because I believe that JOHN BULL intends to tell the truth, and very often succeeds where others fail, I wish it many happy returns of the day.

The Rt. Hon. Earl Russell

SERVICE!

The Rt. Hon. Earl RUSSELL,

Barrister-at-Law and Author.

ALLOW me to join in the congratulations on your twenty-first birthday. To have achieved and to maintain your large circulation is a journalistic feat; but what is still more important is the service which you render to your large circle of readers in keeping them authoritatively informed on various matters of great public interest to the masses, and in the broad-mindedness of your appeal and the freedom with which you allow different schools of thought to express their views in your paper.

A paper with a large circulation like yours has a grave responsibility, and I think in the line you have taken you have shown that you appreciate this.

YOUR TRUE SPIRIT

HARRY J. PRESTON,

The Great Sporting Personality.

MANY Happy Returns of the Day to you, JOHN BULL, and heartiest congratulations on your 21st birthday. For a journal which has only just reached the legal age of manhood you have managed to make a great stir, and achieve a great place in the country!

I think your pages are better than they ever were, and that because of your sane and sound policy and strenuous advocacy of just and righteous causes, your campaigns against abuses and championship of the under-dog, your vigorous admiration for the splendid qualities of our race, and your true JOHN BULL spirit—because of these things you are bound to go on growing and flourishing, your circulation rising and your influence increasing even beyond its present immense range.

I well remember your birth in the summer of 1906. You, like the rest of us, have seen strange and momentous things happen during your comparatively young life—of course, you are going to outlive all of us. A few weeks before you celebrate your 21st birthday, a boy flies 3,500 miles across land and sea from New York to Paris. At your first birthday men were laughing at the idea of flying machines ever conquering the air.

You are advocating causes and reforms now which seem as difficult of achievement as the conquest of the air did twenty-one years ago. But spirit, pluck and determination always win out in the end, and I am sure that another twenty-one years will not pass before you will be able to record "won" against every good cause for which you are fighting to-day.

TELL THE COUNTRY!

Dr. J. C. MAXWELL GARNETT,

Secretary League of Nations.

YOU are to be congratulated on the twenty-first birthday of JOHN BULL. In twenty-one years your paper has more than a million friends who await its weekly arrival. You have done well.

You are doing well in warning our Motherland of evils at home. Many homes have been saved from misery and many an evil-doer has been thwarted by your efforts.

But you will be doing best of all if you continue to tell the country of what may happen to the world in the future. Get British public opinion firmly set on peace. Get it to know the way by which it can be reached—the way of the League of Nations. No matter what our detractors say we still lead the world. Our public opinion is the strongest weapon of the strongest nation. Let us use it rightly. Great Britain has to lead the fight against militarism.

Long may JOHN BULL help to guide our feet into the way of peace!

Sir Ernest Benn, C.B.E.

A TRIUMPH!

Sir ERNEST BENN, C.B.E.,

The eminent Publisher and Author.

MANY Happy Returns to JOHN BULL! For a popular periodical to reach its 21st birthday in these days is in itself no mean achievement, because the last twenty-one years have been unusually difficult for this sort of enterprise, but for a periodical not only to have survived but to have achieved the phenomenal success of JOHN BULL is indeed a triumph of the journalistic and publishing arts.

My interest in JOHN BULL does not arise from its great circulation or its commercial success, but from the fact that it has built this success on a sound social basis. JOHN BULL succeeds, as few papers succeed, in arousing an interest in the minds of the million in things that matter.

THE DUTY OF THE STRONG

The Rt. Hon. C. ADDISON,

First Minister of Health.

JOHN BULL renders a notable service to the community these days. It stands for human causes. It says things in its own way and says what it thinks. It persistently champions the cause of peace and stands all the time for giving the people a fair chance in life. It is not the gramophone of some millionaire who spouts his doctrines through a hundred organs, and who, although no doubt a competent manipulator of newspaper finance, is about as fitted to dictate policy to a great free nation as an average panther.

The underlying motive of JOHN BULL's policy is that *it is the duty of the strong to help the weak.* It is: and the more emphasis we get on this unmistakable lesson of history the better it is for the State.

GOOD JOURNALISM

NORMAN ANGELL,

Author and Lecturer.

THE history of JOHN BULL this last year or two proves that good journalism can make sense and sanity as popular as bad journalism tries to make jingoism and hate. In demonstrating this you have done a service alike to the public and the profession of journalism.

A12

HOW YOU CAN HELP THE EMPIRE

You can make a point of asking, when you go shopping, for Empire goods from home or overseas. "What difference," you may wonder as you ask, "can words of mine, spoken across a shop counter, make to an Empire that covers a quarter of the known lands of the world?"

It is just such simple words as yours that find their way to the ends of the earth; and if everyone spoke as you have spoken, not a farm nor a factory in the Empire could miss the signal of encouragement. Is that a difference worth making? If it is, then ask, when you go shopping, for Empire goods from home or overseas.

BUY EMPIRE PRODUCE

from Home and Overseas

ISSUED BY THE EMPIRE MARKETING BOARD

DURING the last four years nearly 2,500,000 young men have been cast on the industrial market, and hundreds of thousands of them have never done a single day's work! Here is a simple method of ending unemployment once and for all.

The Cure for Unemployment

by FRANK BAILEY, F.F.I. *(Manager of the N.U.R. Approved Society)*

IT is now about nine years since Armistice Day. But it is ten years since our leading Cabinet Ministers in the Coalition Government were drawing such lovely pictures in regard to the housing and working conditions of the boys when they came back.

"Housing conditions were intolerable," said Mr. Walter Long. "The boys must never be allowed to return from the trenches to the pig-stys at home." "Unemployment," said Mr. Lloyd George, "was a blot upon the escutcheon of the nation and should be eliminated."

All manner of extravagant promises were made by the coupon candidates in 1918. A C3 nation was speedily to be converted into an A1 nation.

But Pharaoh-like, having got out of their difficulties, and having been returned by a huge majority, our rulers promptly and shamelessly forgot their sacred promises.

Government has succeeded Government, but it is painful to have to record the fact that unemployment still continues to grow. The total number of unemployed and under-employed at the end of November, 1926, was approximately 2,175,097.

Appalling cost

Then side by side with this huge amount of unemployment must be set the cost to the nation. Including the expenditure incurred by the trade unions, we have in unemployment benefits alone paid out, in five years, the appalling sum of £275,000,000. To this must be added the great expenditure on Poor Law relief, which brings the total to £400,000,000.

During the last four years nearly 2,500,000 young people between fourteen and eighteen years of age have been cast upon the industrial market, and hundreds of thousands of them have never done a single day's work. This imposed idleness undermines character, injures morale and destroys the natural desire for work.

The most serious factor to be found in our unemployment problem is in regard to the number of men and women of ages ranging from twenty to forty-five who have been condemned to what would seem perpetual idleness.

What more distressing spectacle can one witness than that of strong, splendidly skilled men, in the prime of life, waiting dejectedly outside the employment exchanges?

Distressful picture

Picture the state of mind of these victims of unemployment, as they return home to wife and children, or to their lodgings, after being turned down month after month, and in many cases year after year, in their search for work.

Who is there among us if placed in their unfortunate position could escape this sure, if slow, demoralisation?

What is to be said of the stupendous loss in productivity to the country through the failure of the latter to avail itself of the youngest and most highly proficient worker?

British trade is not good. The world's capacity for industrial production has increased enormously. While the older manufacturing countries have increased their capacity other nations have become less dependent on imports through the development of their own workshops.

This tendency was evident before the war, but that event has hastened the development. At the same time, the war and the post-war policies of the world's rulers—industrial, financial and political—have impoverished the potential consumers, and so restricted the old markets.

While this restriction of the export market has been going on the present Government and the employers have done their best to restrict the home market. The income of the wage-earning classes during the year 1925, as compared with 1921, was down by £550,000,000 per annum, or, roughly, £10,000,000 per week.

It is about time the wage-earning class awakened to the fact that every sixpence knocked off the purchasing power of the workers makes for a reduction in home trade and consequently more unemployment.

Help for veterans

If we are to solve, within the near future, the problem of unemployment, one practical way of so doing is to lower substantially the working life of every individual by placing them on the pension list at sixty.

We have well over a million individuals over this age still in industry. Why not retire these in order to make way for a similar number of persons who are at present unemployed?

By so doing, we should not only be giving a well-earned rest to the aged veterans of industry, but, by lessening the number on the unemployed market, wages would have a tendency to rise and the barriers to promotion would be removed.

In the mining industry alone there are about 200,000 unemployed; many of these will never go down the mines again. Yet there are old men still compelled to continue this unenviable occupation because they have no pension to fall back upon.

What is true of the mining industry is equally true of nearly every other industry.

A step forward

For a number of years railwaymen and workers in other industries have endeavoured to secure the institution of pension funds through their employers on a contributory basis, but with a few exceptions they have been unsuccessful.

It is generally assumed that railwaymen are entitled to a pension when they retire at sixty-five or upwards, but it will surprise many to learn that, apart from some small pensions on a contributory basis, they are not provided for.

May I quote the case of a goods guard who has retired at seventy and whose case is typical of the majority of railwaymen? He had worked since the age of ten.

On his retirement he received the following letter which was headed "Superannuation allowance, 1s. 6d. per week." "Please let us (his employer) know how you would like the above to be entered—*i.e.*, weekly, fortnightly, or monthly, and at which station."

He did not complain or rail against his employer, but he begged of me to use his case on the platform, as an example, when dilating upon the subject of pensions at my numerous meetings.

In January of next year the Widows, Orphans, and Old Age Pensions Act, 1925, will take full effect. Hundreds of thousands of workers will receive, free from all restrictions, a pension of ten shillings for themselves and their wives.

This amount cannot, by any stretch of imagination, be termed adequate; but it is a step in the right direction.

National Health Insurance has proved a great success. The two quinquennial valuations bear this out. To this scheme has been added Widows, Orphans and Old Age Pensions.

The Act is merely a beginning, but I believe that, with a fuller knowledge of its potentialities,

Mr. Frank Bailey, F.F.I.

the working class will demand, within the near future, a radical extension.

It is through the operation of this Act that we can with confidence look forward to a practical scheme of pensions for all at sixty.

A just claim

In fixing the age of pensionable retirement at sixty, I have in mind the fact that the average span of life of every individual who is in industry at the age of eighteen is only forty-three years. Many men and women after forty-five years of toil are practically worn out.

It was never intended by a wise dispensation that they should work until they dropped. They are entitled to enjoy the few remaining years of their life in happiness and comfort.

Civil servants, soldiers, sailors, policemen, municipal workers, etc., enjoy a pension at sixty of a fairly adequate amount. This is as it should be. But it has to be remembered that these pensions are subsidised by the workers out of Imperial and local taxation.

If it is good, therefore, for the afore-mentioned sections of the community to enjoy a pension at sixty, it is equally good for the whole of the working-class, both manual and non-manual, to have a similar privilege.

Now, as to the cost of the proposal for pensions at sixty. The total cost to the Exchequer during any of each of the next ten years of the widows, orphans, and old-age pensions at sixty-five will not amount to more than six-and-a-half millions sterling, or in other words not the equivalent of the cost of a modern battleship.

National benefit

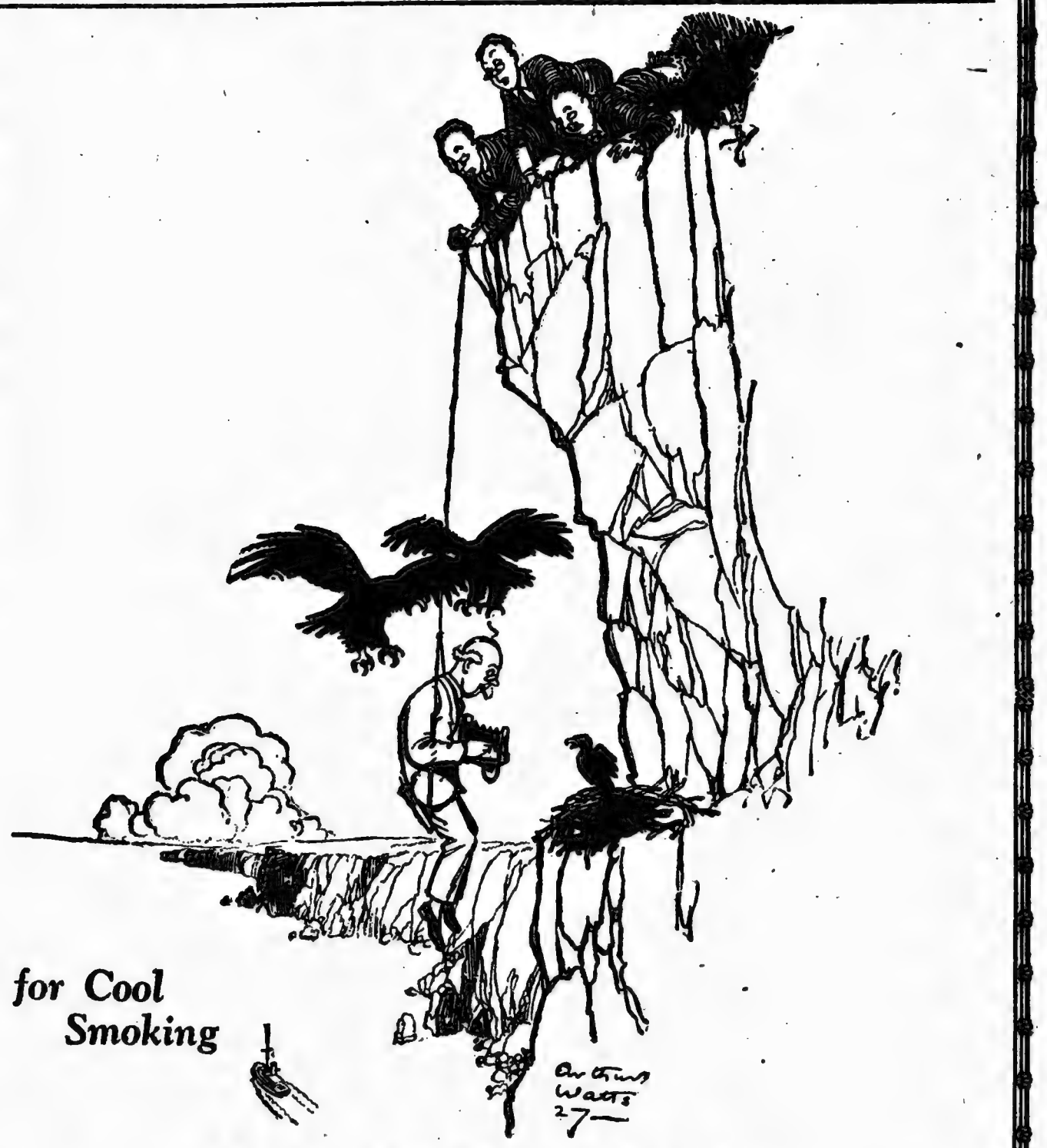
The nation that can afford to pay £1,000,000 a day interest to those who profiteered, in the main, during the Great War, and also to expend 15s. out of every £1 of revenue on the cost of past wars and preparations for future wars, can and must be made to bear the expenditure of adequate pensions.

My strong contention is that not only can the nation bear the burden of our proposition, but that, from every conceivable point of view, it will save substantially upon the transaction.

The scheme which has been prepared under the auspices of the National Association for Pensions at Sixty sets forth an array of facts and statistics that will convince and convert the most sceptical.

Let us all who have any regard for the welfare of the aged and infirm give careful study to this great proposition. By so doing we shall feel that strength born within ourselves of the economy, justice and equity of our demand.

PLAYER'S *MEDIUM* NAVY CUT CIGARETTES WITH OR WITHOUT CORK TIPS.



for Cool Smoking

PLAYER'S

Navy Cut

CIGARETTES

10 for 6d. 20 for 11½d.

50 for 2/5 100 for 4/8

It's the Tobacco that Counts

NCC 149

Candid Communications

Outspoken Messages to Celebrities, Notorieties and, occasionally, Nonentities

To H.R.H. The PRINCE OF WALES, K.G., K.T., St. James's Palace, S.W.

YOUR ROYAL HIGHNESS,—It gave me very great pleasure to listen to your broadcast appeal on behalf of the National Playing Fields Association. That your words will carry weight and achieve their object none can doubt; but their great effect is caused by the fact that you do not speak from hearsay. You go down into the drab streets of great cities and see for yourself the plight of the children and young people denied their great birthright of space for play. JOHN BULL.

To the Rt. Hon. J. RAMSAY MACDONALD, M.P., Upper Frognal Lodge, Frognal, N.W.

DEAR SIR,—You estimate that at least 10,000,000 people have been provided with roofs for their heads by building societies, and look forward to the day when every workman will own his own house even as he owns his own clothes. Truly this is a statesmanlike aspiration, and I trust you will be speedily restored to robust health so that you may be able to do your part towards making the splendid dream a glorious reality.
JOHN BULL.

To the Rt. Hon. Sir ALFRED MOND, M.P., Lowndes Square, S.W.

DEAR SIR,—You tell us you are sick and tired of those who come to you and say we shall lose this and that in consequence of our break with Moscow. "Since when 'tas the conscience of Britain to be put up for barter in the market-place?" you ask. It is not my purpose here to argue the whole matter, but I do agree that material consequences should not be allowed to influence right and wrong. There are things of greater worth than profit, and gold is a spurious god. JOHN BULL.

To the Rt. Hon. NOEL BUXTON, M.P., Rutland Gate, S.W.

DEAR SIR,—You truly remark that these islands are behind the times in the matter of humane slaughter. No one wishes to inflict unnecessary pain, but, unfortunately, out of sight is generally out of mind, and because slaughtering is not done in public places kindly persons eat their meat with untroubled consciences. The measure you have introduced for the regulation of methods of slaughtering animals is worthy of every support. You are to be congratulated upon securing its first reading without opposition.
JOHN BULL.

To Sir JAMES PURVES STEWART, K.C.M.G., Senior Physician, Westminster Hospital.

DEAR SIR,—You tell us that overwork is less common than many suppose, and that it rarely kills. It is the lazy who die young, and those who think hard, work hard and play in moderation who live to a ripe old age. The tragedy of it is that so many have no work to turn to, and the harder they think the more they worry, and it is worry that feeds the grave. If an idle life means a short one, our purblind politicians are slaying their thousands. JOHN BULL.

To Mrs. E. D. SIMON, President, Assoc. Teachers of Domestic Subjects.

DEAR MADAM,—You point out that men find it difficult to realise the miracle performed by women who rear healthy and happy families under appalling conditions of overcrowding. I would go further, and say that the fact that man has permitted such a state of things to come about is his condemnation as a law-maker, and the sooner women send him packing and take on the job themselves the better will it be for all concerned. It is to the mothers I look for salvation.
JOHN BULL.

To Sir EDWARD MANVILLE, Whitehall Court, S.W.

DEAR SIR,—The suspicion in Labour quarters that the general desire of employers is to reduce standards and wages is provoked by hard experience. The only real solution of our industrial problems lies in a provision of means whereby workpeople can be financially interested in the concern where they are employed. Given the right spirit of co-operation such an ideal does not, as you have pointed out, appear to be beyond attainment. JOHN BULL.

To Mr. J. C. A. ROSEVEARE, Chief Drainage Engineer, Ministry of Agriculture.

DEAR SIR,—That the foreshore should be reclaimed by the Crown and ownership vested in the nation is a perfectly sound policy. The present position is silly beyond belief. In one main channel a boat lies upside down, and has diverted the water for ten years, simply because no one has power to remove or blow up the derelict. The nation that sits down to such a farcical situation deserves the land system it gets. JOHN BULL.

To the URBAN DISTRICT COUNCIL, Bamber Bridge, Walton-le-Dale.

GENTLEMEN,—Being in need of caretakers for your hospital you invite applications from local people. These must be married couples, without children. In the circumstances the latter is perhaps a wise stipulation, since you make it clear that no salary is to be expected. Neither, if I rightly gauge British common-sense, need any answer to your advertisement be expected. JOHN BULL.

To Mr. DERHAM, Chief Constable, Blackpool.

DEAR SIR,—I like your way of trying to find extenuating circumstances for those unfortunates you must place in the dock. Your neighbours tell me you have "a big and tender heart, are a terror to evil-doers, but a father to unfortunate and misguided boys and girls who have made a first false step." I cannot imagine any better character. JOHN BULL.

To Miss MARY WILSON, Newcastle.

DEAR MARY,—You live up to a good name. Climbing with a party on Newlands Valley heights Mr. Dean slipped, and falling 30 ft., began to roll down the mountain to certain death. You, in front, saw his plight and clung to him, rolling over and over with him to break his fall. This you managed, and though he was very badly bruised, your action saved his life. You are a quick thinker and a plucky lass. JOHN BULL.

To Mr. DAVID HENRY, Cunard Linet, "Tuscania."

DEAR SIR,—Tears fell from your eyes at the break-up of your old home in London, but you found it unbearably lonely after the death of your good wife. You began life at ten as a cabinet-maker and so good were many of your early efforts that they have become valuable. Lonely and bereaved at eighty-two, you take refuge in the thought of more work, and have set off to join your boys in Canada. There may you find the peace and comfort you need. JOHN BULL.

Straight from the Shoulder

LORD KYLSANT:—"The upward movement (in trade), though not very pronounced, has begun."

Which makes it all the more imperative that silly legislation should not kill a chick newly hatched.

* * *

MR. LLOYD GEORGE:—"At the last election millions of citizens had votes of no value."

And will always have until we have Proportional Representation.

* * *

DR. LEONARD HILL:—"I don't want to be governed by a race of Amazons."

Unless social conditions are bettered we are more li cly to be governed by a race of C3's.

* * *

SIR HERBERT SAMUEL:—"Better a simple spade with wooden handle and iron blade for tilling soil than all the costly elaborations of battleships and artillery."

The first nation to accept that truth will conquer the world, and example is a greater force than argument.

SHAKE!

£250 for a Title — & 267 other CASH prizes

THE COMPETITION.

For this Competition we asked Mr. H. M. BATEMAN to draw in his inimitable way an impression of Andrews—but *not* to add a title.

Can YOU supply one?

We offer £250 for the best, and 267 other Cash Prizes to those who are less successful.

THE PRIZES (Totalling £650)

First Prize £250
Second „ £100
Third „ £50

Five Prizes of £10 each
Ten „ „ £5 „
Fifty „ „ £1 „
Two Hundred 10/- „

Conditions

Write your title or sentence on a sheet of notepaper and your name and address, *in BLOCK LETTERS*, in the bottom right-hand corner.

Attach, securely, the paper DISC from either size tin of Andrews Liver Salt and post to *Andrews Competition, Dalrymple Court, Newcastle-on-Tyne,* TO ARRIVE NOT LATER THAN JUNE 25TH, 1927.

You may send in *any number* of entries, but each must be on a separate sheet giving your name and address, with an ANDREWS DISC attached.

The Judge's decision must be accepted as final and legally binding. No correspondence can be entered into regarding this Competition, and all entries remain the property of the Proprietors of ANDREWS LIVER SALT. In the event of a tie, prizes will be divided.

Aids to Competitors

As is well known, Andrews Liver Salt is a bubbling, sparkling Saline, cleansing and invigorating to the system, refreshing and *pleasant to the taste.*

Buoyancy of Health, vigour of mentality, the zest of living—all these are promoted and encouraged by the use of Andrews.

During 30 years of constant progress, millions have been relying on an *occasional* sparkling, refreshing draught of Andrews as their safeguard of radiant vitality and well-being.

The best way, however, to draw inspiration for this Contest is to try Andrews for yourself. To countless persons, young and old, Andrews is a trusted aid to happy and healthful living the whole year round.

Andrews Liver Salt

4 OZ. SIZE 9d. **SOLD EVERYWHERE** **8 OZ. SIZE 1/4**

Without Fear or Favour—by the Editor

A PUNCH in every PAGE!

AN OBJECT ACHIEVED

The People's Paper

TO-DAY JOHN BULL is twenty-one years of age. When the present proprietors of the paper took it over in May, 1922, it was with the definite intention of transforming it into the greatest force for the remedying of evils, the greatest barrier between the people and oppression and exploitation, and the greatest menace to the dishonest, the unjust and the insincere that the nation has ever known.

We believed we could do it, and we have believed for a long time that we have done it. When we read what men and women, whose names have an international reputation have to say about us, we become quite convinced that we have, indeed, succeeded in accomplishing our aim.

The congratulatory messages that have reached us this week are not the mere perfunctory expressions of approbation that are commonly associated with anniversaries.

They are free and unfettered expressions of opinion as to the value of independent journalism, the unbiased judgment of those who are in a position to estimate the real worth of JOHN BULL to the nation.

WE set out our avowed policy in May, 1922:

To be progressive and fundamentally honest in all things.

To be the true voice of the People, plainly heard on every public question.

To protect the weak from oppression.

To be the friend and guardian of the defenceless.

To expose the dishonest politician, and unmask the exploiter of the poor and ignorant.

To remedy and finally to eradicate abuses of power —social, legal, political and economic.

To assist and encourage the great and striving masses to think soundly, clearly and logically.

It was no light task that we undertook, but we undertook it in all sincerity and with all the earnestness at our command.

In the days when, facing much unjust suspicion, distrust and disbelief, we faced a task that few papers have had to face, we adopted as our motto: "For the People—the Right to Justice and Truth."

The implication of this motto is "Service," and this is the note we have striven to maintain throughout.

That well over a million people to-day buy and read JOHN BULL every week is a gratifying tribute to the success that has attended our efforts to carry out this policy.

And there is more than ever a need for a paper that seeks continuously to introduce a new spirit of robust earnestness into the public life of the nation.

More than ever is it essential that there should be unsleeping protest against concealed motives and secret reasons of self-interest.

There is always a place—and a great place—for a paper imbued with the true crusading spirit, that is willing, no matter at what cost, to wage an unceasing war for truth and the right against the forces of ignorance, tyranny and mental and moral dishonesty.

To say that we had succeeded in occupying that place is a statement we should have been unwilling to make ourselves. But the testimony to the success with which we have challenged reaction with a progressive policy has been made by others, and we are content to accept their verdict.

THIS verdict is the expression of their birthday greetings to JOHN BULL, and we wish to express in return our birthday greetings to our readers.

The measure of any paper's power is the popular support it receives, and our readers, who are our friends, may rest assured that words are inadequate to express the gratitude we feel for their unswerving loyalty, without which we could not have accomplished a tithe of what we have succeeded in accomplishing.

It is our readers and the public in general who have assisted us in maintaining this paper at the level on which we placed it.

In the future, as in the past, our object will be to serve their interests.

BREEDING-GROUNDS OF CRIME

The Girl and the Law

IT is difficult to understand on what grounds the assumption is based that women police are no longer needed in this country. During the war no fewer than one thousand, five hundred of these special officers were trained, and the value of their services during those hectic years is beyond dispute.

We are paying a terrible price, in moral degradation, for the lack of housing accommodation and the consequent frightful overcrowding.

It is by no means unusual, according to Commandant Allen, Head of the Women Police, for girls of thirteen and fourteen to come to the maternity homes, and for those in charge to find that the child's own father is responsible for her condition.

We do not suggest that moral welfare work among women and children is the only line of service for women police, but certainly they are the fittest for the job.

It is offensive to good taste, to say the least, that girls should ever be expected to make statements concerning this class of offence to male officers.

It is more than unsuitable, it is cruel, that a poor, frightened girl charged with concealment of birth or infanticide should not, in every instance, have a woman officer to confide in. Another terrible evil where their help is needed lies in the temptations of the streets.

Preventive work is the best of all. The streets are breeding-grounds of potential crime. And there is no getting away from the dreadful fact that girls of thirteen onwards do deliberately misrepresent their age because of easy money to be received from men.

When it is known that as much as £5 a night has been obtained by one of these children, and that another got £20 a week for "looking after a bungalow" it is time to call a halt.

And here, we say without hesitation, the most effective check is an alteration of the law. The most zealous welfare worker is ineffective without weapons.

True, temptation, even the lure of gold for immorality, may be best resisted by instilling ideals of clean living that make life on the streets repugnant and unthinkable; but punishment, enforced by authority on offenders, is also a strong deterrent.

If a girl deliberately represents herself as older than she is in order to incite youths and men to wrongdoing, she must face the law and be punished.

Captain Hacking, M.P., Under-Secretary of State for the Home Department

SILLY EXCUSES

Front Bench Fatuity

WE were under the impressio that we had performed public service in fully ex posing, in a recent series of article the rascally and dangerous activitie of the so-called matrimonial agencie and correspondence clubs.

Others were under the same in pression, including a number Members of Parliament, notabl Colonel Harry Day, who asked th Home Secretary whether he woul consider the introduction of legisla tion prohibiting matrimonial adve tisements and requiring registratio of all correspondence clubs.

The answer given by Captai Hacking, Under-Secretary of Stat for the Home Department, was tha he did not consider it "necessary desirable to take any action present." "The correspondence whic takes place," he added, "is usuall of rogues with rogues."

We are accustomed to meet wit a variety of forms of stupidity official Parliamentary replies, bu for sheer ignorance, not only of th facts of the case, but of a very vit principle of judicial administratio the gallant captain's statement tak some beating.

If one rogue, for example, se cocaine to another rogue, is th traffic any the less worthy of poli attention than if rogue No. 1 we to endeavour to sell his drugs to churchwarden?

So with the matrimonial agenci Undoubtedly there are many beast minded people of both sexes intr duced through their medium w are too far sunk already to suf from the mutual contact.

Is it nice to think that our pos service should be used for such purpose?

But our main point is that, in huge number of cases, decent wom and girls, whose only weakness that they crave a little compa are put in touch with scoundr and perverts of the worst descripti

We have ample proof of this fa And so, we regret to say, has Home Office.

Well I'm Blest!

by E. ROFFE THOMPSON

THE Postmaster-General has sufficient money to pay for many advertisements if he so desires. Apparently he does not so desire, so he shall have one free, gratis and for nothing. It is a public duty to give him this advertisement so important is the subject-matter thereof

The Rt. Hon. Sir Wm. Mitchell-Thomson, M.P., Postmaster-General

I THINK the Post Office is very badly in need of a little publicity, and I propose to give it some.

If the majority of my fellow-citizens are in the same state of ignorance as I was myself until a week or two ago, it is in need of this publicity very badly indeed.

JOHN BULL has had a great deal to say about the iniquity of the industrial assurance companies, and the question has often been asked why the Government does not take over insurance and run it as a sound and honest policy.

The Postmaster-General must be an exceedingly shy and diffident gentleman, for I have found out, to my intense astonishment, that not only does the Government run, through the Post Office, a perfectly sound insurance scheme, but that it has done this since 1865!

A simple scheme

Nobody knows this because nobody has ever been told about it. I was anxious to learn something about this phenomenon, so I sent someone to the nearest post office to ask for a proposal form.

The post office did not appear to have heard of this scheme, but at the end of about half an hour a proposal form was unearthed.

I find it was printed in 1913. So few people know of this scheme and so few have taken advantage of it, that it has not been found necessary to reprint the forms!

Nothing could be simpler than the Post Office scheme. From the ages of eight to sixty-five insurance may be effected for £5 to £100. All that is necessary is to fill up a form that even a child could understand, and to answer three or four questions.

Premiums as low as 2d. a week may be paid by means of quite ordinary postage-stamps placed each week on a book which is kept at home. Every quarter this book is taken to the post office and the page which is now full of stamps is taken out and a receipt is given.

No legal loopholes

Could anything be simpler than this? Could anything be sounder than this, or more secure? Here is an insurance which for value, security and honesty has the great industrial assurance companies beaten at every point.

There are no legal quibbles, no clever clauses that appear to mean one thing and mean in fact quite another. There are no agents misleading the policy-holder and interpreting the terms of a prospectus to suit themselves.

There are no superintendents putting colossal pressure on agents to get business, more business and ever more business, so that the poor agents are bound to lie and dupe and wriggle and mislead in order to keep their jobs and earn their very bread and butter.

Everything is simple, straightforward and above-board, and, more than that, the payment of premiums ceases automatically at the age of sixty, leaving the insurance fully in force.

It is interesting to compare this strangely hidden scheme with the ordinary industrial assurance policy.

Let us assume that a person at the age of twenty insures with the Government, and pays a premium of 6d. per week. Such a person is insured for £64 9s., and is insured for the full amount the moment his first quarter's premiums are paid.

On every policy that has been in force for two years there is a satisfactory surrender value. The payment of premiums ceases at sixty years of age, the full sum assured being payable at death.

Let us see what the average industrial assurance company can offer for a premium of 6d. per week. To start with, you are an exceedingly lucky person if you are not misled right from the start by the agent who takes your business.

The hidden light

You are even more fortunate if, having received your policy, you can understand ten words of it without the aid of a clever lawyer.

Your 6d. a week insures you for £50, instead of £64 9s., and instead of being insured for the full amount at once you are insured for only a quarter immediately, for half in three months, and not until you have paid six months' premiums are you insured for your £50.

There is no surrender value until the premiums have been paid for five years, except in the case of one company, and the premiums must be continued until death if the sum assured is to be paid, even if the assured lives up to 100 years of age.

It is not a matter for dispute that the Government scheme compares at every point favourably and more than favourably with tricky contracts into which insurance companies inveigle their victims.

Having discovered that the Government was hiding its light under a bushel, I caused a question to be asked in the House of Commons, since I was extremely interested to know how many people were wiser than I was.

If the implication of the facts that were revealed was not tragic it would have been farcical.

Criminal silence

In 1865, when the scheme was started, only 547 people took advantage of it. Last year only 238 people took advantage of it. On March 31 of this year the number of policies in force was 10,224. Only 10,224 people certain that their dependents would receive in full and without quibble the amount for which they had insured their lives!

Against this number there are something like 60,000,000 policies in force with the industrial assurance companies! How many of that 60,000,000 know the sort of contract into which they have entered? How many of that 60,000,000 will ever see one penny back of the money they have so painfully scraped together?

I have often wondered why people were so foolish as to hand their hard-earned money week by week to the agents of the companies. The answer is clearly that they were not aware that there was any other way of securing a modest assurance.

They cannot plead that ignorance now, and if, knowing the ease and the security of effecting an insurance through the Post Office they persist in listening to the misleading tales of the insurance companies, they have only themselves to blame.

But why on earth does the Government, which spends approximately £52,000 a year in advertising War Savings Certificates, and urging people to save their money by other means, not spend one penny in advertising one of the soundest, safest and simplest insurance schemes ever devised?

The actions and words of the insurance companies are criminal to a degree. I am not sure that the silence of the Government is not even more criminal.

The Sne

There is something radically wrong with a law that enables men to evade it by running away. This must be remedied

WOMEN are deserted every day in the week by spineless curs who apparently don't care whether the women they have sworn to cherish go to work or to the guardians or on to the streets. In some cases, all too few in proportion to the whole, the law gets the deserter, although even then he does not get his deserts.

Arnold Freeman Holt

Three typical cases, all from one town, may be quoted to illustrate this. Two of the deserted women are married. One has two children; the other has four. The third woman is an unmarried mother.

The husband of the first was sent to Newfoundland by an English firm. The woman drew a generous allowance until the time came for his return. Then it stopped. The man's employers informed her that her husband had decided to stay in Newfoundland, having secured a good berth there.

Shortly afterwards came a brutal letter from the man informing her that she must not expect any allowance from him, as he had "made other plans."

IN the second case the husband secured a situation in Canada and went out to it, the arrangement being that his wife and family should follow when he had made a home for them. Instead, he has made a home for another woman who has gone out to join him.

The third is a girl who was betrayed under promise of marriage. Now that a baby has arrived the man has gone to Ireland and has left the girl to bear her shame alone and keep her child as best she can.

What these three women can do they have done. Two have secured maintenance orders, the other an affiliation order—only to find that the orders are not worth the paper on which they are written.

No maintenance order granted in Britain can

What I Think of "J.B."

by A. G. GARDINER

"THERE can be no doubt about the verdict on 'John Bull.' On its twenty-first birthday it can claim a position and an influence which are unique in British journalism. No other paper . . . has ever commanded anything approaching its sale or its popularity"

IN the name of its millions of readers, it is my pleasureable task this week to offer congratulations to JOHN BULL on the attainment of its majority.

There are few enterprises in which the infantile mortality is higher than in that of newspapers. Many are called but few are chosen, and in my experience of Fleet Street I have seen far more failures than successes and more fortunes sunk in hopeless adventures than in any other form of speculation.

The secret of success is inscrutable. Money alone will not make the mare to go and the best intentions and the best of causes may only land you in an early grave. On the other hand, a happy hit, a fortunate name, a certain temperament towards life and affairs may bring you instant fortune.

There can be no doubt about the verdict on JOHN BULL. On its twenty-first birthday it can claim a position and an influence which are unique in British journalism. No other paper of the same character or published at the same price has ever commanded anything approaching its sale or its popularity. It enters more than one household in every ten in these islands, and on a moderate estimate its readers number four millions.

"Clearing-house" for all

This would be remarkable enough if it were an ordinary newspaper, but it is not a newspaper in the ordinary sense. It is purely an organ of opinion and comment, and it is this fact which makes its success so unprecedented.

The influence which such a vehicle exercises on the public mind needs no emphasis. It has become a sort of "clearing-house" for all sorts and conditions of men and women. Modern life is full of perplexities and difficulties which are beyond the knowledge and capacity of the individual to solve.

We are all constantly faced with practical questions touching on our actions and affairs with which we are incompetent to deal and in regard to which we need expert opinion—questions ranging over the whole field of law, conduct, justice and injustice, insurance, politics, work and play.

There is no more useful service that the Press can offer the public than the provision of a simple and efficient enquiry agency, and it is this character of intimate, though unofficial, adviser that is largely responsible for the unique position this paper has achieved.

A priceless quality

The highest function of the newspaper Press is to hold a watching brief for the public. In our corporate capacity we are beset by infinite private interests. Against these interests, not necessarily dishonourable, the public is a helpless animal.

It is only through a courageous and informed Press that we can have an enlightened public opinion. It is only the certainty of exposure that holds the predatory class in check.

The ability to air a grievance is the most efficient protection against grievances, and if, on the whole, the public life of this country is cleaner than that of any other country in the world, and if the standard of justice is higher, the fact is mainly due to a Press which, with all its faults, still leads the world in its sense of public duty and public justice.

If the share of JOHN BULL in providing this moral police for the public is exceptional it is only because it has had the good fortune to win the public favour in an exceptional degree and has given special attention to the diseases that prey upon the modern world.

That it has always been right and wise is not a claim that I should put forward on its behalf. I have often disagreed with it violently, even under its present ownership and editorship, which cover the period in which I have written in its columns.

But there is one priceless quality which, so far as my experience goes, entitles it to respect. That is its complete independence from interests of any kind, political, social or financial. I have myself been a beneficiary of that independence. I have been permitted to say in these columns whatever I thought it my duty to say on any question that I felt I was competent to say anything usefully.

Mr. A. G. Gardiner, who has been a regular contributor to this paper for five years

No instructions have been offered or accepted and no restraints have been imposed. The editor's blue pencil has never come between me and the reader. If it ever should come the reader will read me no more.

An unholy alliance

I do not mention this fact because what I have to say is of importance, but because it indicates a freedom of opinion in the paper itself which is extremely important to the public. The country needs an open forum where every question that arises can be discussed from all sides honestly and fearlessly and without any tuggings from social, financial or organised political interests.

That claim can be fairly put forward on behalf of JOHN BULL. I do not know anything of its business affairs, but I cannot doubt that many envious eyes in the Press world have been turned upon it, and that many wealthy adventurers in newspaperdom would pay the price of a king's ransom to become possessed of so powerful an instrument for manipulating public opinion.

The evil of the Press to-day is that it is becoming monopolised by rich syndicates, controlled not by journalists or publicists, but by Big Business—by men who regard newspapers in the same way that they regard breweries or drapery shops, as counters in a financial deal.

That is destructive to the very soul of the Press. It places the control of public opinion in the hands of men who have no claim, except the claim of vast wealth, to shape public opinion, and who approach every question, not from a disinterested point of view, but from the point of view of private financial interests or the exercise of personal power.

We have seen the result of this in quite recent years in an unholy alliance between statesmen and newspaper magnates. Such an alliance strikes at the roots of Parliamentary government.

The seat of power

It means that the seat of power is transferred from Westminster to Fleet Street, and much as I respect and love the journalistic profession, I believe that Fleet Street would be the worst place in the world from which to be governed.

The business of the Press is not to govern the country, but to enlighten and inform the country. And the business of newspaper-owners is not to make secret deals with statesmen and to receive from those statesmen peerages for their services, but to keep statesmen and public men generally aware that they have an independent Press to fear and an informed public opinion to respect.

For this reason I rejoice that JOHN BULL has never come within the orbit of the great Press monopoly. If it desires to retain its influence as well as its prosperity it never will.

eak Sheik

by ARNOLD FREEMAN HOLT

be enforced in either Canada or Newfoundland, nor can any British affiliation order be enforced in any part of the Empire outside Britain.

If a man defrauds a woman of money in England and then runs off to some other part of the Empire, he can be brought back. But if a man marries a woman and she bears children and he then decides to rob her of her legal right to support for herself and her children, he only needs to take a trip to the Channel Islands and the law can do nothing to secure redress for her and hers.

There is also the public point of view. It is unfair that British ratepayers should be compelled to support deserted wives and their families just because the Government has neglected to take steps to make it possible to compel all deserters to fulfil their legal obligations.

IT was to block up all Empire bolt-holes that the Matrimonial Orders (Facilities for Enforcement) Act of 1920 was passed, and yet in 1927 it still only applies to a limited portion of the Empire. An Order in Council is necessary before the Act can be extended to any part of the Empire.

It is the women voters who can make the Government move if they will only take up the cudgels on behalf of their unfortunate sisters.

What woman can be certain that her turn will not come next? The suggestion may seem fantastic, yet here's the case of a father of six. He had been comfortably married for twenty years. If anyone was certain of her husband his wife was. Yet he is now in Canada with another woman, and his wife has got a perfectly useless maintenance order as her sole consolation.

THEREFORE, let the women for their own sakes agitate for the application of the Maintenance Orders Act to the whole Empire.

There are circumstances in which the betrayal and subsequent desertion of a girl may be a worse crime than that of a Crippen. Soul murder is worse than the taking of a life.

Man-made law, therefore, ought to make it impossible for a man to escape all the consequences of his act. It must hurt him in his only vulnerable spot, his pocket, and he must be prevented from escaping payment by merely boarding a ship. Affiliation orders, granted here, ought to run throughout the Empire. That is bare justice.

GREY FLANNELS

Steadfast wear in every pair

Many thousands of men are now buying "232" Grey Flannel Trousers for all-the-week-wear as well as for sports and week-ends.

They have a pleasant surprise before them, for they will discover that their "232" Flannels after day-in-and-day-out hard wear are still as stylish and good-looking as ever. The peculiar weave of "232" which makes use of every *vestige* of strength in the raw material is the reason.

"232" Grey Flannels are perfectly cut and fashioned.

There are three shades and 64 different leg and waist measurements.

"232"
GREY FLANNELS

LIGHT — DARK — SILVER TONE — 64 FITTINGS

OBTAINABLE EVERYWHERE

14/11
PER PAIR
(OUTSIZES SLIGHTLY EXTRA)

Ask to see "232" Men's Suits, also "232" Junior Boys' and Youths' Blazers and Trousers, Jackets and Shorts

For Name and Address of your nearest Agent and interesting free book of, write to "232" Manager of Sales 38 Wood Street, London, E.C.2

Every Garment Bears "232" FLANNEL *this Trade Mark*

HUMAN CATTLE-PENS

by **SIR ALFRED WELBY, K.B.E.**

OVERCROWDING, immorality, gambling, disease and death—these all lie at the door of the housing shortage. This is only too well known by those who have studied the matter. How much longer will it be before the authorities realise it and take action?

EVERY now and again an outspoken report in the daily Press describing some police court proceedings, where a family of eight or ten have been compelled to sleep and live in one room, arouses the indignation of the general public.

The lamentable fact remains, however, that such indignation is all too short lived, and that if a remedy is to be found to combat the evil of the present housing shortage the general public must be the pioneers to point the way.

Speaking entirely impartially, I have no hesitation in declaring that the conditions of living to-day in some of our slums cry shame on a civilised country.

Before the war families reduced to dwelling in one room used to endeavour to obtain some degree of privacy by the expedient of dividing their apartment into sections by means of hanging up blankets or sheets.

Morality under difficulties

Very few trouble to do this now, for the fatal reason, as one well-known vicar in a slum area remarked, that they have become so inured to the intermingling of the sexes that they have ceased to feel any embarrassment!

It is not so much a question, this vicar declared, of immorality with them, as a lack of modesty. It says much for the rock bottom decency of them that the standard of morality is as high as it is.

Let me give the following case as an example of what results from the overcrowding in our slums.

There were a mother and six children, the latter of both sexes, aged from seventeen to three years, who were reduced to sleeping in one bed.

The mother was expecting her seventh child. No other accommodation was available for her confinement, and the result was as might have been anticipated, the baby died.

At first suffocation was thought to be the cause of death, but a post-mortem examination revealed acute double bronchitis.

Terrible conditions

I heard the other day of the case of an ex-soldier who, with his wife and four children, was reduced to making their home on the landing of a tenement-house.

At night what sleep the unfortunate family could manage was further shattered by the necessity of neighbours being obliged to climb over their recumbent bodies in order to reach their own miserable abodes.

Is it surprising under existing conditions that the dread scourge of tuberculosis is daily claiming further victims?

There was another case I was told about of a particular family in one of our slum areas.

Sir Alfred Welby, K.B.E.

The father is a consumptive, and as such should be living an outdoor life, instead of which he is an underground lavatory porter.

His wife, who is also suffering from consumption, is in the infirmary awaiting her confinement.

Meanwhile, the eldest daughter has to look after her ailing brothers and sisters, for the whole family are tainted with the same dread disease, and in their present circumstances, minus the fresh air and sunlight which is life to such as they, have small chance of being cured.

The question of the heavy birth-rate amongst such persons is a matter that calls for urgent attention.

Slum philosophy

The unfortunate fact remains that in many instances these unfortunate children are brought haphazard into the world, and that the doctrines of birth control which would prevent such a calamity are still regarded with suspicion by a number of slum dwellers.

"What is good enough for ma is good enough for me!" is a philosophy deeply embedded in the minds of some slum children.

The vicar of a large Kilburn parish summed up the philosophy of many of the younger generation as being "Have a good time, and chance your luck!"

Take the case of some of the young girls employed as factory hands. What prospect have they of enjoying any home comfort when they return in the evening?

They have the choice of sitting in a dank, damp kitchen, with the steaming garments of the family wash slung across the room on clothes-lines, and on the floor a brood of noisy howling kiddies, or that of walking the streets.

Is it altogether to be wondered at that many prefer to walk the streets?

The lack of adequate housing accommodation is at the root of much of the domestic and other evils in the slums. For lack of it in many quarters gambling is increasing and gaining a terrific hold on the populace.

The principal reason that gambling attracts these people is because it affords them a temporary opiate from the sordidness of their surroundings.

An aspect of the housing problem which some people overlook is that though it is true that houses are being built, they are too often for those above the dwellers in the slums!

War-time victims

They are not being built for the slum dweller who has to subsist on his weekly or chance wages, and who obviously cannot afford to buy a house or to pay the rents required.

Around parts of Brondesbury, for example, the majority of the new houses are being designed with garages, a luxury hardly suitable for the type of waiting tenant I have in my mind's eye. Numbers of these abodes are snatched up by aliens.

To give an example of the increasing income made by some of these aliens I quote the following story which was told to me.

The other day a large pantechnicon drew up and deposited its van load at one of these newly finished residences. A passing policeman commented to the driver on the "good load" he had brought, to which the driver's retort was: "Good load! Blimey, I should say so! I fetched this little lot from three rooms in Whitechapel!"

The type of persons on whom the lack of housing accommodation appears to have fallen most acutely is the daughter who married during the war and went to live with her parents.

After the husband's return from the war he was unable to get a job, with the result that he and his wife and children continued to live on with the grandparents.

Driven to suicide

The consequence is that where was originally sufficient accommodation for the grandparents and the daughter, the same space has to serve now for the son-in-law and an ever-increasing family of youngsters.

Small wonder that the other day one such woman committed suicide. She could not face a seemingly unending prospect of ten people living in two rooms, so she took her life.

"Suicide during temporary insanity, whilst suffering from domestic worries," was the verdict.

Yet it was proved at the inquest that the doctor attending this woman had repeatedly protested to the authorities against the conditions under which she was forced to live. But nothing was done.

And nothing will be done until public opinion becomes inspired to be the goad to move the authorities to a recognition of the fact that human beings have a right to live in decency, and not be like cattle in pens.

FREE to cyclists -

THESE - AND MANY OTHER AMAZING GIFTS.

Outer Covers, Inner Tubes, Bells and Repair Outfits —make your choice!

START now to smoke and enjoy BAR ONE—the pure Virginian 10 for 4d. cigarette, and get your accessories for nothing. Hundreds of thousands of enthusiastic smokers are changing to BAR ONE for two excellent reasons. First they are such value, and bring real smoke-joy, and secondly there are the scores of amazing free gifts which only BAR ONE smokers can obtain Try a packet to-day and write for the wonderful Book of Free Gifts.

Bar One
Virginia Cigarettes
10 for 4D

The only Pure Virginia Cigarette at 10 for 4d that brings you these valuable FREE Gifts

OUTER COVERS.
The world-famous Clincher tyre, made and guaranteed by the North British Rubber Co. Standard size.
FREE for 200 COUPONS.
INNER TUBES.
Made and guaranteed by the CLINCHER people — the North British Rubber Co.
FREE for 100 COUPONS.
LAMPS.
EVER-READY ELECTRIC.
Complete with 2-cell Battery (cell life 12 hrs).
FREE for 200 COUPONS.
Additional Batteries, 60 coupons
PUMPS.
Black Steel Pumps, dependable quality and action, 15in. long.
FREE for 100 COUPONS.
WATER PROOF CAPES.
Made and guaranteed by the North British Rubber Co. 39in. or 45in. long
FREE for 300 COUPONS.
ALSO :—
LEGGINGS.
Waterproof Cycling Leggings, made and guaranteed by the North British Rubber Co.
FREE for 300 COUPONS.
BELLS.
Nickel-plated resonant note.
Bells, good FREE for 75 COUPONS.
REPAIR OUTFITS.
Clincher Repair Outfits for cyclists of either sex.
FREE for 40 COUPONS.

COUPON

To The Standard Tobacco Co., Ltd.,
Dept. J.B.4, 89, Tabernacle Street, London, E.C.2.

PLEASE SEND ME THE WONDER BOOK OF FREE GIFTS and 5 FREE COUPONS.

NAME.....

STREET.....

TOWN.....

Send in unsealed envelope, halfpenny stamped J.B.4.

FILL IN THIS VOUCHER - IT IS WORTH 5 FREE COUPONS TO YOU!

REDUCED TO PRE-WAR PRICES!

10D

LARGE SIZE

WONDERFUL VALUE

New style as above

Or in handsome nickel box

now 1/- formerly 1/3

Or in nickel box with "Handy Grip," 1/3. Refills, 10d.

Softens the Beard at the Base

COLGATE'S SHAVING STICK

THE SLEEP THAT SLAYS

DISEASE THAT HAS NO TREATMENT

Victims' Terrible Experiences

"ENCEPHALITIS LETHARGICA" is among the latest medical mouthfuls. Its common name is "sleepy sickness," the chief symptom during acute attacks being a heavy torpor passing easily into death.

The germ of sleepy sickness has the demoniacal power of transforming the character of the patient, substituting mad criminal impulses, vicious and degenerate propensities, for the normal qualities of the healthy mind.

Cases of sleepy sickness in Great Britain have recently averaged some 3,000 a year, and it is hardly an exaggeration to say that every "cured" patient is a potential menace to the community.

Here is a new problem for the criminal courts. With growing frequency judges and magistrates are confronted with wrongdoers who, while not "insane," or even "mentally defective," in the ordinary sense of these terms, are clearly not responsible for their criminal acts.

No place but prison

Yet, wicked to relate, there is no provision for the special treatment of these cases. The judges have no choice between turning these moral invalids loose upon the community or sending them to herd with felons in the common jail.

Mention was recently made in JOHN BULL of the case of Victor Bruce Roberts, a young man of twenty-one, sentenced at the Old Bailey to nine months' imprisonment for housebreaking, despite his mother's plea that his criminal tendencies had resulted from sleepy sickness, and that he should be sent to an institution for treatment.

The medical officer at Brixton Prison told Judge Atherley-Jones that he would like the court to have power to send a person like Roberts to some proper place—not yet provided—for medical care and attention.

Insane treatment

By some accident the case of Victor Roberts caught the eye of the Press, and was blazoned in the newspapers. Far worse instances have passed almost unnoticed in the past two years.

In 1926, for example, there was the case of Stanley Fletcher, a young man of twenty, charged at the Lambeth Police Court with the theft of a shilling. When fourteen years of age Fletcher had suffered from sleepy sickness, being afterwards treated for a time at Maudsley Hospital, where the familiar symptoms of moral unsteadiness were observed.

At a somewhat later date the poor fellow developed suicidal tendencies, and was removed to the Banstead Asylum. Discharged from this institution, he wandered about the country, and, as was not surprising, got into trouble.

For the theft of a bicycle he was sent to prison for three months.

Mental hospital, asylum, jail—a pretty record of treatment for a disordered mind!

Injustice and cruelty

At Lambeth, upon the shilling-stealing charge, Fletcher was remanded for a week in order that the facts might be reported to the Home Office. Finally, a doctor was found to give evidence that, in his opinion, the young man had been feeble-minded from birth, thus enabling him to be dealt with under the Mental Deficiency Act.

There is not a shadow of doubt that Fletcher's behaviour was entirely traceable to his illness in 1920, and to hand him over to the

Judge Atherley-Jones, who recognises the need of medical treatment in these cases

tender mercies of the Board of Control, perhaps to be detained as a semi-lunatic for long years or for life, was merely to add another injustice to his cruel lot.

Sufferers from the after-effects of encephalitis lethargica are not lunatics, and not, in the ordinary sense, mentally deficient; their condition calls for special treatment in hospitals approved for the purpose by the Ministry of Health.

One such institution already exists, the Metropolitan Asylums Board Hospital at Winchmore Hill, but it cannot accept patients over the age of sixteen.

Moreover, there were more than 7,000 cases of sleepy sickness in 1924 and 1925, the last years for which official figures are available. The Winchmore Hill Hospital has only a hundred beds!

In their latest Report the Prison Commissioners say: "The general environment of a prison is wrong in such cases; but it represents the best that can be done with our existing resources."

Yet it is only within the last few weeks that the Ministry of Health has tardily and tepidly announced its intention of promoting legislation to remedy this atrocious neglect.

Meanwhile, hardly a day passes without fresh scandals being brought to light.

At Gloucester, a week or two ago, a young woman named Elizabeth Shermer was charged with obtaining £40 10s. by false pretences from a local hairdresser.

Until a comparatively recent period, the accused had borne the highest character, but, once again, the accursed sleepy sickness had worked a Jekyll and Hyde transformation, totally obliterating every moral sense.

Sheer inhumanity

Six months' imprisonment with hard labour was the sentence of the Gloucester magistrates. The sheer inhumanity of such treatment shocks every humane mind.

Some of the cases which never reach the police-court are equally pitiable.

At Sheffield a ten-year-old girl suffered an acute attack of the disease during the epidemic of 1925, being transformed into a precocious moral degenerate whose company is a contamination to other children.

The heartbroken parents are helpless. There is no institution in the district to which the child can be sent. As regards general intelligence she answers every test.

Once again the need is for special treatment at the hands of doctors who have made a definite study of these terrible after-effects on the adolescent mind.

As a first step there should be national centres where all the ramifications of this hideous disease may be studied by mental specialists.

Says Dr. Borthwick, Medical Superintendent of the Winchmore Hill Home: "Children, many of them reported to have been good and docile before the attack, now become restless, garrulous and meddlesome.

"They may show marked irritability, querulousness, use of bad language, propensity to destructiveness, vagrancy, pilfering, precocious erotism, obscene conduct, cruelty, even attempts at murder."

Outrageous position

Unless something is done and done quickly these pitiable mental and moral perverts, discharged from treatment at the age of sixteen, will form a constant procession to the criminal courts. It is an appalling, outrageous position.

Listen to this anguished cry of an actual victim: "I feel certain that we all have been given another character and that our own died in our sleep. I feel this very strongly, as I think, say, and do things I should never have done or said before my illness. Sometimes I feel that every man's hand is against me."

That even one of these tortured souls should feel this, and with so much reason, is a reproach to us all.

MR DRAGE

"When I say 'No Deposit' on a furniture account I mean it"

Fill in this Coupon for your copy of the New Drage Book and particulars of our "No Deposit" system for approved accounts

Mr. Everyman: That's the downright straightforward way I like, Mr. Drage. I'm taking you at your word and offering you the first monthly payment of 30/- on my £50 order.

Mr. Drage: Well, that's a bargain—shake hands on it. And we'll deliver all the furniture immediately.

Mr. Everyman: Where a hundred bought furniture under the old first deposit system a thousand will buy to-day when they know that at Drage's there's a clean cut definite policy of 'No Deposit.'

Mr. Drage: The rush of customers here proves that, Mr. Everyman. Now here is your Drage guarantee.

Mr. Everyman: That's something I could not do without.

Mr. Drage: You see it gives you the definite right in case you can't continue paying to keep what you have paid for less an agreed reasonable deduction for use and cartage.

Mr. Everyman: That's a most generous arrangement. Now, it's not your way to ask for references.

Mr. Drage: Or to take them up when offered. Nor are there any extra charges on our plain marked prices.

Mr. Everyman: Excellent. I'd like, too, your free Fire and Life policy.

Mr. Drage: That will be issued by the Eagle Star & British Dominions Insurance Co. and forwarded to you in a day or two. It covers you from this moment till the final payment on your account is made.

Mr. Everyman: You live up to your word, Mr. Drage. Although I'd read your advertisements I never realised till this moment the real generosity and consideration shown to customers under your Drage Way.

Coupon J.B.

Please send FREE & POST FREE the New Drage Book to:

Name .....

Address .....

.....

CUT OUT AND POST IN UNSEALED ENVELOPE WITH ½d. STAMP TO DRAGE'S LTD 250 HIGH HOLBORN LONDON W.C.1

DRAGES

(DRAGES LIMITED)

HIGH HOLBORN · LONDON · WC · 1

OPEN FROM 9 A.M. TO 6.30 P.M. CLOSED ON THURSDAYS AT 1
NEXT TO HOLBORN TUBE STATION. 'PHONE HOLBORN 6720.

OPEN ON SATURDAYS UNTIL 6.30 P.M

The health of farm, field and orchard is in Bird's Custard with Fruit.

When you serve Bird's Custard with the fruit on the children's plate you make it delicious, as everybody knows. But you do more, you add to the fruit a rich store of Nature's albumen—for such is Bird's Custard—to build up strong bodies, and give buoyant health.

All children love

BIRD'S CUSTARD

Tricolour pkts., 1½d.; silvered boxes, 6½d. & 1/-; tins, 1/3½

"BIRD'S is a better quality."

Yorkshire Relish

2,400 drops of perfect flavour —for **9d.**

A Wigwam Meal—

transformed into the World's Most Delightful Breakfast!

Imagine the staple food of the hardiest race in the world—*transformed*—into the most refreshing, temptingly delicious breakfast dish you can buy—Indian Corn Flakes—Post Toasties. The heart of the rich ripe grain is cooked and toasted, finally becoming golden flakes, curled and crisp, with delightful nutty flavour and "crunchiness," all ready to eat. Try them with sugar and milk—or cream . . . get a great big box—only *ninepence—for the family's breakfast to-morrow. They'll say Post Toasties are "simply topping!"

Post Toasties stay crisp in milk or cream; and the triple wrapping preserves their crispness and delicate nutty flavour.

(*Except in Ireland)

Post Toasties

Double Crisp INDIAN CORN FLAKES

STAY CRISP IN MILK OR CREAM

Post Toasties are one of the Post Health Products which include Grape-Nuts, Postum and Post's Bran Flakes

SWEET AS A ROSE

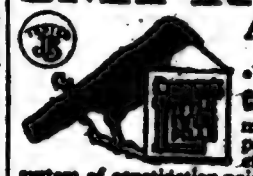
USE THE OXYGEN DEODORANT

Ban-O-Dor is in stick form contained in a silting adjustable metal holder specially suitable for the handbag. It soothes the skin, is invisible after application, and cannot injure the most delicate lingerie or gown. It is non-astringent, and wherever applied there can be no odour. Use Ban-O-Dor regularly at armpits or wherever the air is much confined. In no other way can you gain the same absolute protection from possible embarrassment.

FREE TRIAL *Send p.c. for large free sample, post paid, and in plain sealed wrapping, together with directions for many important uses of Ban-O-Dor.* Research Laboratories (Dept. B.103), 22, Euston Buildings, London, N.W.1.

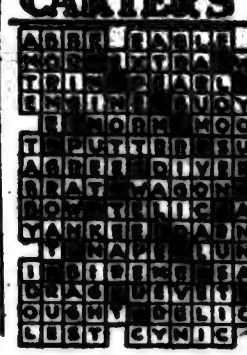
BAN-O-DOR Price only 1/9 at chemists & hairdressers.

IMPROVES APPETITE . . . QUICKLY



Carter's Little Liver Pills move the bowels without pain or unpleasant after-effects. They relieve the system of constipation poisons which dull the desire for food. Remember that they are a doctor's prescription and can be given to every member of the family. All chemists, 1/3 and 2/- packages.

CARTER'S LITTLE LIVER PILLS



Solution to the Cross-word Puzzle in our last issue.

This week's puzzle is on page 2.

A SUPER SCOUNDREL

LIAR, CROOK AND CAD

Our Vicious Visitor

THERE are some rogues who have cultivated hypocrisy to such an amazing extent that it serves them as a powerful weapon of defence. Such an one is John Alexander Woodall, who for the past year or so has operated from different addresses in the Holland Park district of London.

Woodall has long been the guiding influence behind an impudent charity ramp called the "Ex-Service Men's Self Help," an institution which has always boasted as its ostensible object the provision of employment for disabled men.

Some months ago, in the capacity of "principal" of this organisation, Woodall hit upon the happy plan of sending out stereotyped circulars to the head mistresses of numerous schools.

In most polite terms, he asked them to help the ex-Servicemen in his employ by permitting their teachers to pass round samples of the goods he enclosed in the hope of securing orders from the pupils.

One-man affair

This prettily designed scheme worked very successfully for a time and orders poured into the Holland Park headquarters of Woodall's society.

But it was not long before complaints began to reach JOHN BULL from teachers who were still waiting to receive their goods from the "Ex-Service Men's Self Help" long after Mr. Woodall had received their money.

Upon looking into the matter, we soon found that Woodall's society existed in name only. He had no workshops wherein to employ ex-Service men, and his scheme was purely a one-man affair.

We deemed it desirable that the public should be acquainted of these facts, but two days after an article had appeared in these pages Woodall called upon us to demand redress.

At the outset he seemed almost in the mood to employ fisticuffs, but we hastened to point out that no complaint could be entertained unless he chose to prefer it in a manner befitting the situation.

Woodall thereupon bowed compliance and the offending article was gone over word by word.

Injured innocence

At the conclusion, we ventured to state that we could see nothing incorrect in our statements, but in order to grant Woodall ample facilities for defending himself, we suggested that he should produce his books of accounts.

The one badly-kept volume which he furnished for inspection only served to show that his business was conducted in a slipshod manner, and that more often than not he was robbing Peter to pay Paul.

It was at this stage that Woodall began to bring all his fund of hypocrisy into play.

Assuming an air of injured innocence, he spoke pathetically of the ravishing effects of war service upon his health, and how his efforts at earning a living had been crushed by JOHN BULL'S unmerited exposure.

But such tactics on his part did not suffice to convince us of his alleged innocence, and when further questions were put Woodall admitted that he had already been in prison.

New operations

In the end he went away crying fury upon us, and his next thrust in his defence took the form of an abusive letter. In no uncertain tones he condemned our "disgusting lies" and threatened a libel action unless

Lord Hewart, the Lord Chief Justice, who heard the case against Woodall

we apologised and "recompensed" him.

Upon our expressing a willingness to meet him in court, Woodall issued a writ and even suggested that we had stolen certain account-books from him!

By this time he had given up his postal swindle and was operating in another capacity from a maisonette in St. James's Square, Notting Hill, which he had rented furnished.

Here the wily Woodall evolved the ingenious plan of advertising these hired premises and collecting sums of money from anxious flat-hunters by way of deposit!

Of course, he had no right whatever to do this, yet he was successful in obtaining amounts ranging from 18s. to £19 10s., before nemesis overtook him and he was charged with fraud at the West London Police Court.

In spite of the fact that he was sentenced to six months' hard labour, Woodall still went on with his action against us, but while he was in jail we were visited by an ex-police officer named Gates, who told us a pitiable story in which Woodall had figured with discredit a year or so before.

Mr. Gates had a daughter, then aged seventeen, and Woodall, posing as a single man, had made love to her. At first he behaved himself with decorum, but after taking her out to dinner one night and plying her with drink, he took advantage of her while she was a in a state of mental helplessness.

Terrible disclosures

Afraid of the consequences and acting under his soulful blandishments she went to live with him against the wishes of her people. Two children were the outcome of this alliance, which came to an end when the poor girl discovered that Woodall already had a wife and two children, whom he had deserted.

She brought an action against him, and an affiliation order was granted. Woodall savagely attacked the girl as she was leaving the court and received two months' imprisonment in consequence.

But even worse charges can be laid to his door. While he was operating his flat-hunting fraud he met another young girl of eighteen, a waitress in a West End restaurant.

Posing as a lonely bachelor, Woodall took this girl to the pictures, behaving in a manner quite above reproach. But his quiet geniality was only feigned for a purpose, and he was waiting as before for a chance to betray their friendship.

As in the previous instance, he induced his companion one day to take some liquor, subsequently inviting her to an empty house which he declared had just been taken by him for business purposes.

When the unsuspecting girl had entered Woodall locked the door. In the struggle which ensued the terrified girl was almost suffocated by Woodall's efforts to stifle her screams.

On recovering from her shocking ordeal she threatened to expose him, but Woodall dissuaded her by promising to marry her.

Well-merited sentence

He met her next day and took her to a registry office. She waited outside, and when he returned he bore an official-looking document, which he declared was the marriage certificate. He subdued her doubts by assuring her that the real ceremony was to follow in a church.

After Woodall was convicted for his flat-letting escapade, the girl told her mother what had taken place. The police were summoned, and Woodall was brought from prison and charged before the Lord Chief Justice at the Old Bailey with the worst offence any man can commit against innocent girlhood.

As a result, he has just been sentenced to ten years' penal servitude, and for that period, at any rate, society will be immune from this dangerous hypocrite.

We are happy to think that we showed no quarter to such a hardened rogue.

Want to taste something good?

—then please try some of this

"This" is Puffed Wheat —golden, nutty fairy kernels of whole wheat puffed to eight times natural size.

TRY PUFFED WHEAT FREE.

Just send your name and address on a postcard to Desk 114, Quaker Oats Ltd., 11, Finsbury Square, London, E.C.2. In return we will send you, quite free, a sample packet of Puffed Wheat.

There are many delightful ways of serving Puffed Wheat. Plain, with milk, for instance: or with cream: or custard: or fruit. Puffed Wheat needs no cooking. And how they will enjoy it.

Send for your free packet now.

Puffed Wheat

8D.

per packet

"The food shot from guns."

Sold by all good grocers

Try also Puffed Rice

Made and guaranteed by Quaker Oats Ltd., London

Feel Well!
Look Well!
Be Well!

Take YOUR
Hall's Wine to-day

Hall's Wine is a true Medicated Wine prepared under the supervision of a Medical Man. It enriches the blood, stimulates the circulation, increases nervous energy, and braces up the entire system.

Hall's Wine

THE SUPREME TONIC RESTORATIVE

LARGE BOTTLE **5/6**

Of all Wine Merchants and Grocers and Chemists with Wine Licences.

Stephen Smith & Co., Ltd., Bow, London, E.3.

950

NATIONAL ASSOCIATION FOR PENSIONS AT SIXTY.

We require £10,000 as soon as possible in order to enable us to FIGHT YOUR BATTLE in regard to Pensions at Sixty.

WHAT PART ARE YOU TAKING IN THE GREAT FIGHT?

SEND ALONG TO THE TREASURER YOUR LITTLE MITE.

Mr. J. W. Gordon, J.P., 43, Jesmond Avenue, Wembley, Middlesex.

READ THE "BAILEY scheme" and then fight for its adoption.

Single copies 6d. post free; 12 copies and over 4d.; 50 and over 3d. per copy from — **Frank Bailey, 23, Montagu Road, Hendon, London, N.W.4.**

Get QUIT of HAY FEVER now!

Combat the Annual Scourge and banish it once for all. Nostroline Nasal Specific relieves Hay Fever in 30 seconds. Soothes, heals and strengthens from nostril to lung. Complete "Nostroline" treatment only 1/3. all Chemists.

NOSTROLINE
Nasal Specific

Free Sample on request from 612 Nostroline Labs., Clifton, Bristol

Make your own Cigarette & see what you save.

ALWAYS USE **A.G.** CIGARETTE PAPER

BEST & PUREST

In Sunshine Ward

by **PHILIP INMAN**

HOW strange it is that there is often to be found some who will try and add to a load of sorrow! But good comes out of it all when their action leads to a fuller display of sympathy on the part of others.

THE AVERTED TRAGEDY

I HAD a "warning in advance" about Mrs. Tresidder. "She is coming to see you," said the anonymous letter which had arrived by that morning's post, "but you mustn't allow her to do so. She is mad, stark, staring mad, and you'll only waste your time if you listen to her."

As a rule I never take notice of anonymous communications, but I could not very well ignore this one, for a day or two later Mrs. Tresidder was announced. I caught a glance of her as she stood waiting in the entrance-hall, and as I beheld her pitiable condition I had not the heart to send her away disappointed.

The next minute slow, hesitating steps sounded along the corridor leading to my room, and a timid little woman entered. "Pitiable condition," I said a minute ago, and I was not far out.

There was something about her which would have awakened pity even in the hardest heart. Her garments were in rags; her face was pale and emaciated, and her very posture was that of a creature scarcely human.

"You wish to see me?" I said kindly. For a minute or two she sat still and said nothing. Then into her eyes came a dull glare, and when she spoke her voice sounded the depths of despair. "I feel so queer—so very queer, I'm sure I'm going mad," she murmured.

"A terrible voice"

I tried to administer a mental tonic. I told her with a smile that she could cheer up, for those who were most mad were usually least conscious of it.

"Last night," she went on in the same low tones, "I was washing my children, and a terrible voice within me said, 'Pour that kettle of boiling water on to the baby.' Quickly I put the child down and went and bathed my head in cold water. That made me feel a bit better. But this morning that voice has come back again, and I do feel so queer."

She was on the verge of a collapse, but a cup of tea revived her, and then she was able to tell me a little of her life's history. "She is mad," announced my anonymous correspondent, and what, I pray, would be my mental condition were I in that woman's shoes?

Remarkable transformation

A husband who has done two weeks' work in the last twelve months; five children under the age of twelve, the eldest a cripple, and the youngest a baby in arms. A miserable hovel to serve as a home, and worse than all, another little child on its way.

Mad, why it would have been a miracle if such a one had retained her sanity.

As that woman finished her story I dreaded to think of her future. There is a madness born of a hopeless despair, and that was her complaint. The odds against her ever pulling through seemed to be overwhelming. But in hospital work one sees the folly of losing heart.

Three months have passed since I first saw Mrs. Tresidder, and the transformation is remarkable. Three weeks at a convalescent home have hushed that "terrible voice," and have driven away the demon of despair.

Philip Inman

The eldest child is now in a surgical home receiving treatment for a tubercular hip which for years had crippled him. The husband has found a job, true it is only a temporary one, but it will tide them over until they are able to set out on their great adventure.

What this is to be I heard only yesterday. Mrs. Tresidder's eyes were aglow as she told me that they were leaving England and going to Canada.

"I've never been well since we came to London ten years ago. I was brought up in the country, in Cornwall, and it will be heaven when we can breathe again."

There is just one word I would like to say to my anonymous correspondent. Whether it be man or woman I know not, but for some reason which remains hidden the writer set out to queer this poor woman's pitch. It is a pleasant thought that the attempt did not succed.

"Who Wants a Baby Girl?"

WE all remember the recitation which was so popular years ago. It told of a father and mother with a big family, and of an offer which came from a rich relation to adopt one child.

The parents, when their bairns lay fast asleep, went round with a candle and peered into the faces of their little ones. Then they came to the conclusion that they could not possibly spare one of them.

Here is another story of a large family. The father and mother are anxious to find a home for a little one, not because they are anxious to lose it, but for a very good and sufficient reason. The little mite is a bonny girl of three, with hazel eyes and flaxen hair, and comes from a respectable home.

Mr. Philip Inman is desirous of finding a genuinely good home for this child. Letters should be addressed to him, c.o. JOHN BULL, *93, Long Acre, W.C.2.*

The Sentence of the Court

DIVIDENDS AND DOLOUR

A "Duce" of a Bart.

CHARGED with using "consulting language," Sir John Latta, Bart., pleaded "Not guilty."

"The offence," said Mr. Watchdog, K.C., "was committed at the annual meeting of a steamship company of which the accused is chairman. On this occasion, not content with taking the chair, he seemed anxious also to 'take the bun' for unnecessary and provocative oratory.

"Seeing that Sir John had just announced a dividend of 7½ per cent. and a bonus of 2½ per cent., one might have expected him to strike a note of optimism. Instead, he flew to consulting-room language, devoting a great part of his speech to allegedly disquieting symptoms in our political life, diagnosing our social ills, and urging preposterous remedies.

"Our whole constitution, he announced, in true consulting-room style, requires to be overhauled. All our diseases arise from one cause—the wretched Labour Party.

"The most astounding of all the statements made by this self-constituted political physician was that the rise to power of the Labour Party 'has been destructive of progress, as evidenced by over a million of our people vainly looking for jobs.'

"Any deduction more scandalously at variance with the facts would be difficult to imagine. Ever since the Armistice the unemployment problem has been acute; but while the Labour Party had only a few months in office during which to grapple with the problem, other Governments have failed lamentably to solve it over a period of years.

"After such a fantastic misrepresentation of the situation, it is not surprising to find that the remedy offered by this loquacious chairman is no less fantastic. 'We hear on all sides,' he remarked, mournfully, 'that Mussolini-ism would not be tolerated in this country,' but we need 'some of the Mussolini atmosphere.'"

* * *

Mr. Strawsplitter urged that the language complained of had come from "a bart. bowed down with grief." Sir John once had confidence in "the moderate leaders of Labour," but, as he himself said, "their appalling ineptitude has completely changed my outlook." In the circumstances, he should be excused a certain amount of bitterness against men who were supposed to lead the workers, but were scarcely capable of leading a donkey to its feed-trough.

* * *

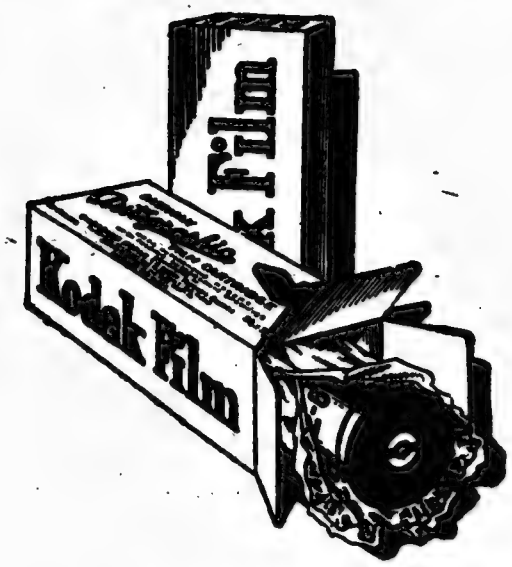
"If I wished to indulge in abusive language," said Mr. Justice Bull, "I might follow the example of counsel, by referring to men who are supposed to direct companies and are scarcely capable of directing envelopes.

"I do not suggest Sir John is one of these; but abuse of one side invites abuse of the other, and what is sauce for the former is sauce for the Latta.

"If the prisoner had been content to spread out his comfortable (balance) sheet, instead of having recourse to a wet blanket, he would not have become cold in the feet and feverish in the head.

"I have not failed to notice that the person who is eager for 'a dose of Mussolini-ism' almost invariably pictures himself as the 'Duce.' But if every man who imagines he is a Napoleon were to have his sway there would not be enough field-marshals' batons to go round.

"As the prisoner seems so dissatisfied with things here and so enamoured of Fascism, he is hereby sentenced to go to the 'Duce.'"



Glories in the sunshine and defies the dullest day

More pictures are taken on "Kodak" Film than on any other film in the world, because amateur photographers have learned from experience that they can rely upon it in all climates and in all weathers. They can rely upon its uniformity, its high speed, its keeping quality, *and upon its wonderful latitude.* This quality of latitude is perhaps, the most important of all—it makes a generous allowance for errors of exposure. You get a good picture every time on "Kodak" Film, because whatever your error may be, within reason, the latitude of the Film will correct it. That is why "Kodak" Film is known all over the world as the dependable film in the yellow carton.

Don't take risks—ask for

"Kodak" Film

Kodak Limited, Kingsway, London, W.C.2

A Famous Prima-Donna's Tribute to SHREDDED WHEAT

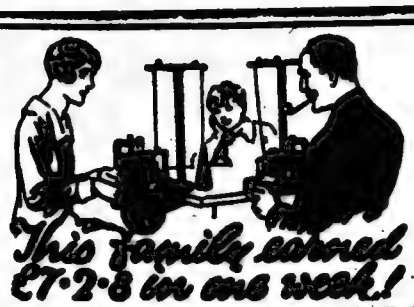
100% FOOD

Miss Mary Garden, the celebrated American Opera Singer, writes: "After a big performance I go home, take my two Shredded Wheats and a bottle of milk, and go to bed; sleep nine hours and wake in the morning feeling sixteen." Whilst on tour her sole diet consists of Shredded Wheat, milk and a little grapefruit. She practically lives on Shredded Wheat.

In view of the unflagging energy and zest for her work which Miss Garden always displays, this is a noteworthy tribute to the high food value and great staying-power of Shredded Wheat.

8d (In U.K. only)

"Nothing but the whole wheat"



This family earned £7·2·8 in one week!

They are *Mr. and Mrs. Jarvis, of* 115, *Evelyn Street, Deptford,* and the record is in our books of £7 2s. 8d. paid to them for one week's work with THE IMPERIA KNITTER. Isn't it splendid? And YOU can do just as well. We show you how to work the Imperia Knitter, and at once you can begin to earn. Further, WE GUARANTEE TO BUY ALL YOU MAKE and pay the best rates or you can sell to private customers and soon work up a sound little home business with a sure income for life. Even in spare time it is easy to make a pound or more a week.

Don't Miss This Chance

Call at our showrooms and see the Imperia Knitter in action. It is the latest perfection of Knitting Machines, imitated but never equalled. If you can't call—write for BEAUTIFUL ILLUSTRATED FREE BOOK. Read it, study it. It opens up a sure way to a regular income for men or women.

THE IMPERIA HOSIERY MFG. CO., LTD., Dept. (J.B.), 97, Gray's Inn Rd., London, W.C.1.

EXCLUSIVE DESIGN.

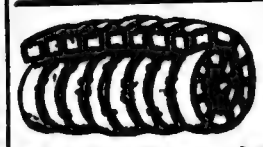
GRAVES

Coach body, panel ends, upholstered Cravenette leather cloth, leather lined hood, Storm Apron. 12in Wheels, wired-on Tyres, 'Wilfreda' Cradle Springs, &c. In 8 Shades. Price £3:10:0

7/- NOW

Terms: 7/- now, and 7/- per month. Full Approval. Catalogue Post Free

J. G. GRAVES Ltd. SHEFFIELD.



DIRECT FROM Manufacturers

BED TICKS

READY TO FILL OR SLIP OVER MATTRESS. FULL DOUBLE BED SIZE. NO SKIMPING. 4 ft. 8 ins. by 6 ft 6 ins. Well finished. Heavy Coloured Stripe or Blue and White Pattern. POST FREE. **5/6**

As we have made and sold hundreds of dozens, and our guarantee of money back if not satisfied, you are certain of value. ORDER NOW.

MIDLAND MILLS, 1, Stevenson Buildings, Cumberland Street, MANCHESTER.

HIGHLY PAID EMPLOYMENT

is waiting for qualified Employees either Technical, Commercial, Civil Service or Police. We have Postal Courses for all the Examinations. Study in your spare time. Full particulars and advice free.

THE BENNETT COLLEGE, Dept. 31, Sheffield

ZIG-ZAG CIGARETTE PAPERS

HEADACHE

NEURALGIA-TOOTHACHE

Almost all severe pains (headache, neuralgia, rheumatism, toothache, neuritis, the excruciating pains suffered by women, etc.) soon vanish when you take one or two Anti-Kamnia Tablets. Prescribed by Doctors and Dentists for 35 years. Also relieves colds, grippe, fevers, insomnia, and nervousness. A-K Tablets are a certain relief for those lightning-like pains in Locomotor ataxia. A-K is a perfect succedaneum for morphia. At all chemists. Millions used annually. Prices 1/2, 3/- and 7/6. A-K on every tablet. Write for Free Sample

Anti-Kamnia

Quick Relief from Pains and Aches

AK—FREE COUPON

Please send me free of all cost Trial package

NAME .....

ADDRESS .....

.....

(AG98 Dept) 46 Holborn Viaduct, London, E.C.1

Irving's Yeast-Vite Tonic Tablets

YEAST IS LIFE!

ONE of the greatest discoveries of the century! Pure Yeast and Vitamins—No harmful drugs. The gentle fermentation of Yeast-Vite when in contact with the gastric juices of the Stomach causes a stimulating, buoyant feeling of extreme vigour. This wonderful Yeast-Vitamin Treatment is guaranteed to be safer, quicker and more effective than Aspirin.

YEAST-VITE IS RICH IN VITAMIN B.

An eminent specialist, in his article on Health, has emphasised the importance of Vitamin B as a tonic which causes the nerves to function properly. And in his list of essential foods he mentions YEAST as rich in Vitamin B.

When out of sorts or depressed, take 1 or 2 YEAST-VITE Tablets, and feel fresh and frisky in a few minutes.

The Lightning Pick-me-up.

IRVING'S *Yeast-Vite* TABLETS will relieve:—

Headache, Neuralgia, etc. .. .. in 5 min.
Indigestion, Flatulence .. in 5 to 10 min.
Biliousness, Dizziness, Depression, in 10 to 15 min.
Disordered Stomach, Liver, etc., in 10 to 15 min.
Influenza Colds, Fever .. .. in 24 hours

Read These Testimonials

—a few of thousands received.

28015—F. W. H., Charterhouse: I have pleasure in testifying to the efficacy of Yeast-Vite Tablets in cases of great depression, anxiety or worry. Without a doubt they are wonderful pick-me-ups.

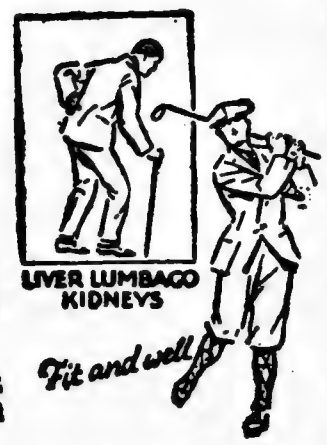
28010—Nurse G. C., Chiswick: I feel I must write and tell you how very much better in health I have been since I started taking your wonderful "Yeast-Vite" Tablets. I have been in a poor state of health for some considerable time, and have tried quite a number of different tonics, but have not yet found anything to equal "Yeast-Vite."

28005—E. W., Shepherd's Bush: I feel that I should write and tell you that I have derived great benefit from "Yeast-Vite," and after taking it for about two days felt different altogether. For some time past I have been feeling very run down, could not sleep and was a bag of nerves, and could not cheer myself up. Now I feel quite fit and bright and have gained 6 lbs. in one week. I work in a large Government office, and have recommended them to numerous members of the staff, and they also say that they feel very satisfactory results. Wishing you every success with your undertaking.

£100 Cash will be paid to anyone proving that the above extracts from unsolicited testimonials are not genuine. We have received nearly 45,000 letters from satisfied users in less than 3 years which are open to inspection.

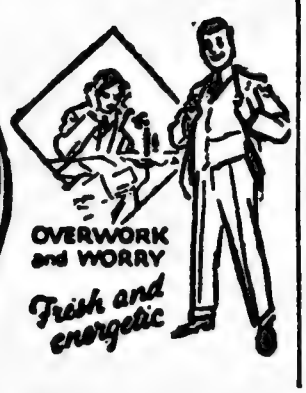
CAUTION.—Beware of Imitations! See the name Irving's Yeast-Vite on every carton and bottle and sealed with Government Stamp. Refuse fraudulent substitutes which are worthless.

IRVING'S YEAST-VITE LABORATORIES,
"Cecil House," Holborn Viaduct, London, E.C.1



OUR GUARANTEE

Obtain a bottle of Irving's YEAST-VITE tablets from your chemist. If not thoroughly convinced of the wonderful power of these tablets BY ACTUAL RESULTS, post the empty bottle to us, and we will refund the money by return of post.



Send postcard for free treatise on Anæmia, Nerves, Constipation, Colds, Insomnia, Rheumatism, Pains, &c.

A PLAIN TALK ON RHEUMATISM

ITS RELATION TO URIC ACID

It is not the purpose of this announcement to deal with rheumatic fever, but with the numerous painful maladies which creep stealthily and gradually upon their victims and eventually result in suffering and disablement in old age. Let it suffice to state that rheumatic fever is a dangerous disease which usually attacks young adults and children, and in which the heart invariably sustains permanent injury. This disease demands the physician's skill for its safe treatment. But in the case of the many prevalent varieties of suffering which are usually classed under the homely name "rheumatics" successful treatment rests almost entirely with the sufferer. Given the right remedy and perseverance, there is no reason why any man or woman should endure periods of pain and stiffness year after year, with the prospect of sooner or later becoming a confirmed invalid.

URIC ACID AND ILL-HEALTH.

Uric acid is a natural waste product in every human system, harmless enough in reasonable quantities, and so long as the kidneys are in a state of healthy activity. But if the daily quantity of uric acid be augmented by too high living, or if the kidneys are impaired by any cause—a chill, for example, is one of the commonest of causes—then an excess of uric acid accumulates in the system with deleterious effect upon the health.

The victim of uric acid retention soon begins to feel generally out-of-sorts, constipation is invariably present, headaches are severe and persistent, a dull aching is often felt behind the eyes, and unpleasant fits of vertigo or dizziness are sometimes experienced. The appetite flags and all the symptoms of dyspepsia appear—acidity, heartburn, flatulence, with pain after food. The liver is congested, and such nervous disorders as despondency, irritability, and a disposition to worry over trifles lead the sufferer to imagine that he or she is neurasthenic. Not infrequently patches of eczema contribute to the sufferer's discomfort.

HOW PAIN SETS IN.

The sufferer may continue in this condition for a long time without experiencing a pronounced attack of rheumatism or gout, although twinges of pain and more or less stiffness are invariably felt in the muscles and joints during damp and changeable weather. Then something occurs to bring the disease to a head.

It may be a chill, prolonged exposure to a cold wind and rain, sitting about in wet clothes and boots, or in a draught. These agencies would have but a passing effect upon one whose system contained only the normal amount of uric acid, but in the case of the individual whose blood and lymph vessels are highly charged with this mischievous waste residue they bring about a precipitation of some of the surplus acid in the form of minute crystals which settle in the muscles, congregate about the joints, and pierce the sheaths of the nerves.

These tiny atoms are sharper than needles, and keener than razors. They are responsible for the aches, pains, stiffness, and other kinds of suffering only too well known to the victims of muscular rheumatism, lumbago, sciatica, neuritis, chronic rheumatism, rheumatic gout, and acute gout. So long as these uratic deposits remain, suffering is inevitable, and the only way to reach them is through the blood.

SIMPLE TREATMENT.

All that is required to reduce the most chronic uratic deposits to a harmless soluble state and dissolve and wash them from the system is a course of Bishop's Varalettes, a scientific combination of the most powerful solvents and eliminants of uric acid known, in the form of small, tasteless tablets which dissolve quickly in water, aerated water, whisky and soda, etc. Taken internally, they are quickly absorbed into the blood and carried into direct contact with the uric acid deposits, which are thus exposed to the irresistible reducing action of the remedy and rendered soluble.

Transformed into this soluble condition by Bishop's Varalettes, uric acid is gradually washed out of the joints, muscles and nerves, and eliminated through the kidneys. With its departure, pain and inflammation disappear, the muscles regain their elasticity and suppleness, swollen joints are reduced to normal size and flexibility, stiffness and lameness depart, and the system becomes once again free.

In Bishop's Varalettes the makers do not offer a "quack" nostrum for which miraculous powers to cure all complaints are claimed, but a known and well-tried remedy for rheumatic maladies. It is the remedy you need and the remedy you should take without delay if you are suffering from any form of rheumatism or gout.

So confident are we of the value of the Varalette treatment—based as it is on 30 years of success—that we will refund in full the 7s. paid for a 30 days' course of Bishop's Varalettes where the treatment has been faithfully followed, if no relief is obtained. We ask you just to return to us the wrapper from the 7s. bottle, and we will at once refund the money.

HOW DIETING HELPS.

Since an excess of uric acid may be introduced by the diet, it follows that the avoidance of food and drink rich in uric acid is important. The question of individual needs is too long and complicated a subject to discuss here, but the whole matter is set out in authoritative form in a little booklet issued free by the makers of Bishop's Varalettes. In this booklet you will find a list of all the uric acid-forming foods and beverages which must be strictly avoided, together with a wide range of permissible foods, of which the richness and variety will perhaps surprise you.

This booklet corrects many fallacious opinions on the subject of diet, and should be in the possession of all who are subject to rheumatism, sciatica, neuritis, lumbago, gout, etc., as a reliable guide to health. A copy will be sent post free on application to the sole makers of Bishop's Varalettes, Alfred Bishop, Ltd., Manufacturing Chemists (est. 1857), 50, Spelman Street, London, E.1.

Bishop's Varalettes may be obtained of all chemists at 3s. and 7s., or post free from the makers as above.

Words Winged to Women

THE HUMMING MOTHERS

by MABEL HORNER

"Happy hearts and happy faces,
Happy play in grassy places;
That was how in ancient ages,
Children grew to Kings and Sages."

Deprived of those grassy places for play, what then?

* * *

THERE was a funny scene in Tottenham Police Court when a number of summonses for playing football in the street were called and six well-built women answered to the names. They were not a football team as the magistrate supposed. But they all began to talk at once.

Their boys had kicked a football about in the street, and why shouldn't a boy kick a ball about if he wished? A fine of five shillings was unfair. Windows? Certainly windows got broken. They had all had their windows smashed. But what of it? Boys must play football.

And the matter having been adjusted to the satisfaction of the court, the mothers left in a bunch, laughing and humming, "Pack up your troubles in your old kit-bag."

Youthful rights

But laughing does not end the problem. Of course, the mothers were right by every law of God. A boy has a right to kick a ball. He has a right to leap and run and stretch and throw and develop his muscles into manliness with exercise.

But where? Not in the streets. There the law and the magistrate who administers it are right. Streets to-day are no play-places. Country roads are racing-tracks more perilous than railways for pedestrians. Towns are overcrowded.

The boy who does kick a football in the streets stands a good chance of being run down and killed outright or of bringing about an accident that means death or maiming for others.

There is no happy play in grassy places for multitudes of poor children. They cannot develop those qualities encouraged by organised sport, the love of open-air, the fine physique, the discipline and self-control of healthy team-work.

They are forced into hectic pleasures that destroy body and soul alike, and instead of growing into worthy citizens with a real love of country, they are made into very likely candidates for poor law, infirmary and even prison treatment.

Playing-fields for the rich are as much a matter of course as their schoolrooms and lesson books. But for those who need them most there is little or no provision. There are places like Gateshead and Stoke, big industrial towns with populations over one hundred thousand souls, who possess no public playing-fields at all.

Sir Arthur Crosfield, Chairman of the Council of the National Playing-fields Association

And here is struck a note of hope by the coming into being of the National Playing Fields Association, which is setting out to remedy this wrong. Following the King's munificent lead, rich and poor alike are called to help a great movement for the children's well-being and happiness.

Everywhere our children must have given them room and chance to play. Money will be needed. But every woman, whether she has money or not to give, can help. Very few local authorities have any clear policy as to playing-fields for young folks—which is a very different thing from the provision merely of open spaces and parks.

Thousands of our boys and young men to-day merely look on at athletic sports instead of playing themselves. They do not play because the cricket-pitches and football-grounds are not there for them to use. They must be provided.

It needs, first of all, the creation of a sufficiently alive public opinion, and who can help in that more swiftly than women? Women can talk, and they can argue, and they can vote. The children cannot wait until our land laws are altered and available land more readily accessible.

We must put brains, ability, and effort to this matter at once and see that on every local authority and every educational authority the right men and women are there.

Landowners' opportunity

Where there are playing-fields there must also be proper accommodation for players in the matter of dressing and washing rooms. In some countries there is provision made for refreshments at a cheap rate near every playing-field, and here again is work for women.

Nor must the question of cheap transport facilities be overlooked. And landowners can be approached. Many are already sympathetic. Mr. S. B. Joel, a Berkshire J.P., recently gave a playing-field of eighteen acres and £10,000 to lay out the field for the use of the boys and girls of Reading. There are many others with land and money to spare who have not yet realised the need for playing fields.

If the mothers of little boys who are haled before courts of justice for the deadly crime of kicking balls in the street formed themselves into a deputation to such landowners they might begin to see it.

For the children's cause needs pleading. Unless they learn, in happy, grassy places, those splendid national games for which great qualities of heart and head and mind are needed, they will not worthily play the great game of life. And that would indeed be tragedy.

MRS. PENN'S FORESIGHT

Her Sunshine Cheque

SOMETIMES it does seem really true that "mothers' hearts were made to break." Certainly many mothers, even in this rich and pleasant country, are often called to bear burdens well-nigh past human endurance. They attempt tasks impossible of fulfilment.

When Mr. A. T. Penn, of 4, Victoria Place, Broad Wall, New Cut, fell out of work, Mrs. Penn took up this kind of burden. And she carried it bravely, day after day, without complaining.

It was a very humble little home that she kept together, but although unemployment was prolonged and work seemed as far off as ever, there were two sons able to earn a little, and on this slender income the mother managed to keep a home for four souls going.

Restless nights

Only those with actual experience can visualise what life is like under such conditions, the constant struggle to make ends meet, with never one spare penny to replace clothing or household gear. Certainly it is impossible to put away a farthing for sickness or any sudden emergency.

In such homes "mother" often lies awake the whole night through, just worrying and wondering how to get through. Even then sudden disaster cannot always be averted. It came to Mrs. Penn's small home in the shape of fire.

With her few household goods in danger Mrs. Penn rushed courageously to quell the flames and with her own two hands tried to beat them down. They were so badly burnt that she was quite incapacitated, and had to attend hospital twice daily to have them dressed.

Annals of the poor

That is one of thousands of similar stories of home-life, known to all who study sympathetically the "short and simple annals of the poor." Even harder is the situation of the wife with young children when misfortune attacks the little home.

How Mrs. Robshaw, of 17, Albert Street, Holbeck, Leeds, for instance, lived when her husband through no fault of his own fell out of work only she herself could explain. What made her situation worse was the fact that Robshaw was not eligible for the "dole."

Mrs. Robshaw went out to work, she managed somehow. But deprivation, hard work, and scanty fare, never fail to tell in the long run; even bravery cannot fill an empty cupboard nor replace the clothes that are always being worn out. Mrs. Robshaw sickened with diphtheria, and for eight weeks was entirely incapacitated.

Without a doubt her recovery was hindered by the dreadful knowledge that while she was away sick her husband and bairns were left alone with barely enough to eat. Illness of this sort, in any home, must bring anxiety.

But it does not mean, in some walks of life, that if mother is ill the rest must starve. That is peculiarly the tragedy of the poor, and one that reflects but little credit on this country as a Christian nation.

When her small family of kiddies all took measles Mrs. J. J. Edwards, of Yew Tree Cottage, West Hope Hill, Wellington, fell sick with the same complaint.

There was nothing left for the husband and father but to stay away from his work and do what he could to nurse and keep home going.

Golden gleams

But how could the doctor be paid? The thought shadowed both parents like a horrible nightmare until they remembered, as did Mrs. Penn and Mrs. Robshaw, that they were registered readers of JOHN BULL.

The cheques that were sent from the paper to these stricken homes were the only gleams of sunshine that struck across the darkness, but they were, in deed and truth, gleams of gold.

These mothers, in the midst of all their poverty, clung on to the paper as their friend. Because they were *registered* readers, in the time of their deep despair they found their faith justified.

Lemonade from Luscious Lemons that's Eiffel Tower Lemonade

50 million Lemons used yearly

Free

This Littlejohn Racquet for B.D.V. COUPONS

500 from packets of 10
250 from packets of 20

Made by a first-class London firm. Frame of seasoned English ash. Strung with excellent quality gut, double centre mains and surgically-bound shoulders. Various weights. Free [until supply is exhausted].

Simply collect the coupons (found generally at the back) of every packet of B.D.V. Cigarettes. When you have sufficient number of coupons post to address below—stating weight of racquet required.

GODFREY PHILLIPS, Ltd. (Gift Dept. 70), 54, White Lion Street, E.1. T.3

Backache spoils your life!

BACKACHE warns you that your kidneys are weak. It tells you that you need a special kidney tonic to strengthen these vitally important organs. Don't hesitate! Start at once to take Doan's Backache Kidney Pills. This medicine will revitalise the kidneys, purify your blood, and banish backache, rheumatic pains in the muscles or joints, nervousness and irregularities of the urine.

"Doan's made me well"

On 13th November, 1912, Mr. F. Townsend, 3, Warberry Road, Wood Green, N.22, said:—"I was laid up with lumbago three times in fourteen months. I couldn't hold myself straight, for the fearful pain across my back and loins. The bladder was very irregular, and there was a lot of sediment.

"Then I began to take Doan's Backache Kidney Pills. Five boxes completely rid me of the lumbago and set the bladder right."

On 17th September, 1926, Mr. Townsend said:—"I have had no recurrence of lumbago. Doan's Pills did me lasting good.

(Signed) F. Townsend."

Do as Mr. Townsend did. Ask distinctly for DOAN'S. 3/- per box.

DOAN'S Backache Kidney Pills

Sole Proprietors: Foster-McClellan Co., London, W.1

Bilax overcomes Constipation Sick-headache Indigestion

TESTED JB

Ask your Chemist for "Bilax"

50 sugar-coated laxative pills, 1/3 per bottle.

A Bilax to-night will put you right

Made by Doan's

Human Documents

The Unending Sacrifice

Matter of Duty—A Heartless Cur—Wifely Devotion

PROBLEMS that may be yours are dealt with by "Humanist." The names and addresses of all correspondents are suppressed so that the writers may not be identified. Letters that are too intimate or are not sufficiently general to be helpful to others are answered by post. All correspondents must send stamped, addressed envelopes. Ten shillings is being sent to each of the writers of the first four letters printed

"I HAVE an unblemished record of civilian and military service, but the treatment I have received since I was demobilised makes me wonder at times whether the sacrifices demanded of those who left everything to answer their country's call are to be without end.

"After six years of military service my disability was assessed at 80 per cent., but the assessment was annually reduced until it was finally fixed at 20 per cent.

"I considered myself fortunate when I obtained my present post, which is that of chief assistant to a man in a fairly large way of business. After toiling early and late for five years, however, I begin to feel that I have fallen into the hands of an employer almost devoid of heart.

"Outwardly he appears to be an ideal citizen. His interest in local affairs has resulted in his being raised to a position of honour and responsibility in the councils of the municipality. His devotion to party politics has caused him to be marked out for possible Parliamentary distinction.

"HE never made any war sacrifice. What was a tragedy for others was for him a profitable enterprise.

"Yet this paragon of public virtue, far from displaying the slightest gratitude for five years of diligent and poorly-paid service, is apparently prepared to cast me back on the scrap-heap because of a return of my war service disability.

"I recently collapsed and the doctor who was called to me ordered rest and suitable treatment. When this was communicated to my employer, he remarked that it was impossible for him to employ a man who was not fit for his work.

"I am trying to carry on for the sake of my wife and children, but it is a slow martyrdom. I dare not apply for another post for I have learned sufficient of my employer's methods to know that he would probably discharge me at once if he learned that I was seeking a change."

"HUMANIST" says: *It would be difficult to condemn too strongly the attitude of such callous employers. In your present state of health, it would appear futile for you to seek other employment. What you obviously require is medical treatment and you should communicate with the Area Officer of the Ministry of Pensions with the view of having such treatment provided for you with the usual allowances for your dependents. When you are again fit the British Legion should be able to find you a more considerate employer.*

* * *

"FOR some years I have been running a club for girls in my neighbourhood, which has become practically my chief interest in life. I do the work almost single-handed, giving advice and sympathy and help to many at a difficult period of their lives, and the girls have placed me upon a pedestal for which I feel I am scarcely worthy.

Duty and Divorce

"I have now to make a decision in my own life which I find very difficult. My marriage, like many other war-time weddings, has not turned out happily.

"I found out too late the true character of my husband and realised that I could not feel any real affection for him. For some years now, though we still share the same house, we have not lived as husband and wife

"Now an old friend who has long known the position between my husband and myself is anxious for me to obtain my freedom and marry him. I reciprocate his affection and I believe we should be very happy together, but for one thing.

"What of my girls? If I were to divorce my husband I am afraid I should have to close the club. A certain amount of scandal is inseparable from divorce proceedings, and I fear I could not hope to retain the respect and the implicit trust which the girls have in me after going through the divorce court.

"I feel that my girls need me, and apparently the only alternative is to continue living unhappily with my husband as at present and seek relief and distraction in my work among the girls."

"HUMANIST" says: *I think you exaggerate the possible loss of respect which you might suffer if you instituted divorce proceedings, for an innocent and injured wife can usually count upon receiving sympathy in such circumstances. I cannot, however, decide your duty for you. I can only say that if you conscientiously believe that your divorce would necessitate closing the club, you would be rendering higher service by sacrificing your hope of happy re-marriage for the welfare of the girls.*

* * *

"I AM a blind man living in a town of about 20,000 people. I manage to get about without assistance except at the crossings, where I find the police and the public are generally very sympathetic and helpful and willingly conduct me safely across.

Insulting the Blind

"A few days ago I was walking along a quiet street when I suddenly came up against a ladder. The impact was very slight, but the man at the top of the ladder immediately began to use very abusive language to me.

"Someone on the other side of the street shouted to him, 'Be quiet; the poor man can't see!' The only reply was, 'What of that? I might have been killed!' and a further torrent of blasphemy.

"I passed on quietly, simply remarking that for his own safety the man above should have had a boy watching the foot of the ladder, but the sound of his abuse followed me until I was out of hearing.

"I had an impulse to report the matter to the police, but I let it pass. So far as my experience goes such treatment of a blind man is exceptional, but it seems terrible that one so afflicted should be subjected to blasphemous abuse.

"How would you have acted if you were in my position?"

"HUMANIST" says: *I think you showed a very forbearing spirit. In your place, I should certainly have reported the matter to the police so that the man guilty of such atrocious conduct could have been brought before the magistrates on an appropriate charge, as a corrective for himself and an example for others.*

* * *

Let's Celebrate

IN olden times coming-of-age festivities invariably included the distribution of gifts to the poor. Help us to celebrate our coming-of-age by brightening the lives of those who are in want. You can do so with a subscription to "The Greatest of These—" Fund. (See page 44.)

"BEFORE my husband went to the war he was a staunch teetotaler, but he was badly wounded, and since then he has had frequent bouts of nervous depression and has given way to drink.

A True Helpmate

"We have four children and my husband generally works hard and gives me a liberal portion of his wages, but my people despise him for his weakness.

"On more than one occasion after he has had a drinking bout they have asked me to leave him and return to them with the children.

"The last time I told them that I intended to stand by him through thick and thin. The result was that they said I was just as bad as he, and since then they have not been to see me and I am cut off by them.

"Apart from his occasional drinking, my husband has always been good to me and the children, and I felt I could not leave him when he needed me most.

"My thoughts went ahead a few years, and I seemed to hear my little ones asking why I had robbed them of a father's love when a little sacrifice on my part might have made such a difference. Do you think I have done right?"

"HUMANIST" says: *Of course you have done right, and I trust that your devotion will be amply repaid. Your courage and patience should be an example to others who are sometimes apt to forget that a loving wife should be the most powerful helpmate in assisting a man to overcome such weakness.*

* * *

Looking Upward.

"I have just got engaged and I find the girl has a cousin who knew me in the Army when I was a bit wild and got into disgrace. How can I stop him telling her of my past?"

"Humanist" says: *Tell the girl yourself and you need not fear what others may say. Lovers should look forward, not backward. If she loves you for what you are she will not worry over what you may have been.*

* * *

Little Peacemakers

"After bitter disagreement my wife has left me. She says she has no intention of returning, but she wishes to see the children. Am I legally compelled to allow her to do so?"

"Humanist" says: *Why quibble about your legal obligations in such a matter? Let her see the children by all means. It may be that the little ones will bridge the gulf between you and bring about a happy reconciliation.*

* * *

Dangerous Concealment

"I have always concealed from my daughter that she was born out of wedlock, and now I am horrified to find that she is being courted by the legitimate son of her father, who died some years ago. What can I do in the matter?"

"Humanist" says: *You must at all costs put an end to the courtship. If your daughter is old enough to be considering marriage she is old enough for the circumstances of her birth to be explained to her, and your present predicament simply illustrates the dangers of concealment, however well-intentioned.*

The

'ABBEY' PIANO

is the Instrument for Your Home

A good Piano in the home is not a luxury—it is a necessity, and there are few things which can make your life and home happier.

The "Abbey" Gold Medal Upright Piano is a first class instrument with a fine mellow tone and perfect action and should be in every home. Readers can on a first payment of only £1, enjoy immediate possession, the balance can be extended over 1, 2, or 3 years.

Let your children learn to play on a good Piano as it is unwise to allow them to practise on an inferior instrument, it spoils their sense of harmony and creates a faulty touch.

Write for Catalogue 'R'. It contains a full description of this fine-toned instrument with photo engravings showing the beauty of the design and appearance, and full particulars of this famous Piano.

10 YEARS' WARRANTY "Abbey" Model Gold Medal Pianos are made in our own London Factory. Only the finest materials and craftsmanship are employed—hence the 10 years' Warranty with each Piano.

NO WAITING. for **£1** down **DELIVERED FREE**

DO NOT DELAY, as only a limited number are ready for immediate delivery. CALL and see and hear this fine Upright Grand Gold Medal Piano, or WRITE for FREE CATALOGUE 'R'

TRIUMPH AUTO, LTD.

187-191, REGENT STREET, LONDON, W.1

COMPLETELY FURNISHED, VALUE £1,200.

AT PEACEHAVEN-ON-SEA NEAR BRIGHTON

THIS OFFER IS OPEN TO ALL.

A wonderful Seaside land investment with an initial payment of £1 gives you the opportunity to participate in our Free Gift House scheme. This is the third season in succession in which we have given away a beautiful Seaside Home free of all cost. Peacehaven has grown in five years from a hamlet of 24 to a busy thriving Seaside Resort of approximately 4,500 people. The boundaries of Brighton and Peacehaven Estates now adjoin.

FULL PARTICULARS SENT POST FREE.

FILL UP THIS COUPON AND FORWARD TO-DAY.

To the Secretary,
Peacehaven Estates, Ltd., Peacehaven, Sussex.

Please forward me the full facts about Peacehaven, together with an application form, to allow of my participating in your offer of a £1,200, completely furnished house with the site upon which it stands, which is to be given away free of all costs.

Name .....

Address.....

"John Bull," 11/6/27.

This Post Card will win £50!

CASH PRIZES
NO ENTRANCE FEE

Here's an opportunity to win a splendid prize of £50. All you have to do is to suggest a name for Rubber Lined Ties—a name which you think will "catch-on" with the Public, also *briefly state what you think of these ties and how you like them.* Rubber Lined Ties are made in all the latest colours and designs. They cannot crease, curl or lose their shape. They are easier to tie and always look nice. A Rubber Lined Tie will outlast ordinary ones. No pressing required, worth more than any other, even without a prize. EVERY OUTFITTER who stocks Rubber Lined Ties will give you full particulars and entrance form for this wonderful CASH PRIZE SCHEME.

NON-CREASEABLE

Rubber Lined TIES

1st Prize £50 in cash
2nd Prize £25, 3rd Prize £10
50 Consolation Prizes of a ½-dozen Box (value 21/- each) of 3/6 Rubber Lined Ties.

If unable to obtain from your Outfitter, write to the Manufacturers, WM. HEY & CO., LTD. (Section C) 25, 26, 27 Chiswell St., London, E.C.1. who will send you address of the nearest Retailer There is one in every district.

Insist upon a Rubber Lined Tie.

Catesbys Cork Lino

needs no scrubbing; its smooth, non-absorbent, durable surface does not harbour dust and dirt as do other floor coverings; it is very easily kept clean and sanitary. An occasional wash over with a damp cloth keeps the beautiful designs fresh and bright in perfect colour harmony with the home decorative scheme. Because our lino needs no scrubbing and lasts longer, it is the wife's surest way to floor covering economy and satisfaction.

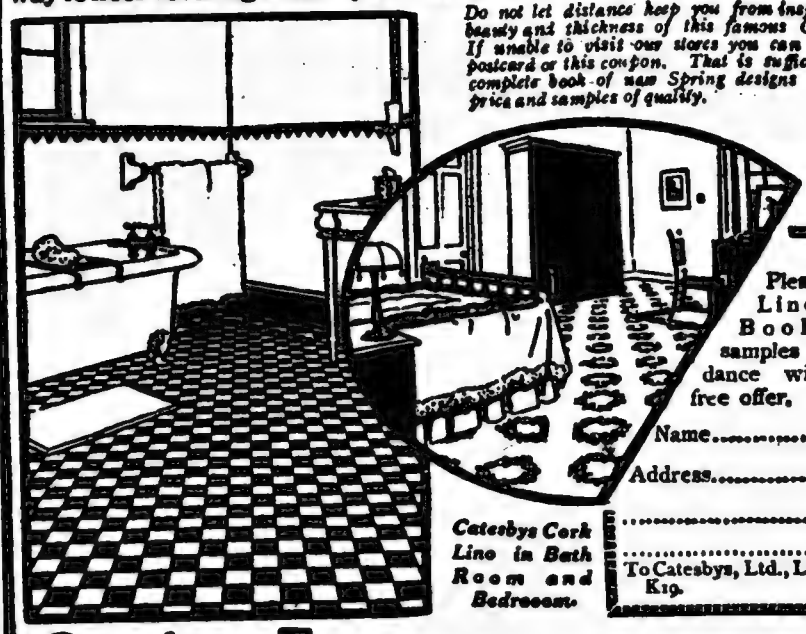
SPECIMEN SIZES and PRICES of Cork Lino. Other sizes in proportion.

Easy Terms at slightly higher cost.

3 yds. x 3 yds.	£1: 8:0
3 „ x 3½ „	£1:12:9
3 „ x 4 „	£1:17:6

Carriage Paid in Great Britain.

Do not let distance keep you from inspecting the beauty and thickness of this famous Cork Lino. If unable to visit our stores you can send us a postcard or this coupon. That is sufficient to get complete book of new Spring designs in colour, price and samples of quality.



Catesbys Cork Lino in Bath Room and Bedroom.

Cut this Coupon out and use it now.

Please send Lino Pattern Book and samples in accordance with your free offer.

Name.....

Address.....

.....

.....

To Catesbys, Ltd., London, W1. K19.

Catesbys LTD. Dept. K 19 Tottenham Court Road, London, W.1

Why I Use—

1

The *Mousse of Cream* in Poudre Tokalon prevents my nose from getting shiny. (A patented and exclusive Tokalon Process. Government Patent No. 218154.)

2

It stays on my face in spite of gusty winds, rainy weather, or perspiration from dancing in overheated rooms or playing tennis.

3

It contains no starchy rice powder to clog and enlarge my pores and thus cause blackheads, pimples, and other disfiguring blemishes.

4

Poudre Tokalon does not absorb the natural moisture of my skin and cause it to become dried-up, coarse, rough and wrinkled. It is a pure, and harmless face powder.

5

I find it the lightest, yet most adherent powder made. It blends perfectly with the natural tone of my complexion. No suggestion of artificiality and defies detection.

6

And lastly, I use Poudre Tokalon because it only costs one shilling a box and yet possesses all of the qualities I look for in a face powder.

TOKALON, LTD. (Dept. 8K), 212-214, Gt. Portland St., London, W.1.

Please send at once a de-luxe sample outfit of Beauty Preparations, including 4 shades of Poudre Tokalon and Crème Tokalon (both Vanishing and Night Creams). I enclose 3d. in stamps to cover postage and packing.

(*Name*) .....

(*Address*) .....

.....

—Poudre Tokalon

TESTED JB

The World's Biggest Bicycle Bargain £4 4s.

5/-

BRADSHAW

SPECIFICATION: Frame 22in., 24in., 26in. Heavily plated Dunlop Rims. Beautifully lined "Rustproof" Frame with 4 coats enamel. Ball-bearing Free Wheel, Double Lever Roller Brakes. Guaranteed for 30 years. British made throughout. Carriage paid anywhere in Great Britain. ONLY 3d. a DAY

Free CATALOGUE POST FREE TO ALL

BRADSHAW STORES LTD.

Dept 4. NORTHAMPTON.

RELIEVES

SICK HEADACHE

. . . QUICKLY

Carter's Little Liver Pills move the bowels without pain or unpleasant after-effects. They relieve the system of constipation poisons which often cause a dull and aching head. Remember they are a doctor's prescription and can be given with absolute confidence to every member of the family

All chemists, 1/3 and 3/- pkgs.

The genuine bear the signature *Bentford*

CARTER'S LITTLE LIVER PILLS

THINNESS

For a little free advice on the cure of THINNESS, write to the E.M. Bureau of Health and Cure, Dept. T.B.J., 40-42, Chandos Street, London, W.C.2. (Principal: Eustace Miles, M.A., for many years recognised as the leading British authority on food and its relation to health.) Give details of your diet and any information that will throw light on your case. Write name and address in capitals and send 1½d. stamp for postage.

BLACK CAT SMOKERS!

New Free Gift! That beautiful actress, Gladys Cooper, has produced some really excellent toilet preparations which are usually sold through chemists, but "John Bull" readers can obtain a handsome box of these Beauty Preparations free, for 130 coupons collected from packets of Black Cat Cigarettes. Each box contains an autographed photo of Miss Cooper.

NATURE'S OWN CURE FOR CONSTIPATION AND BILIOUSNESS.

Constipation, biliousness, and their attendant train of other disorders, such as headache, dizziness, muddy complexion, indigestion and impure blood, are all due to an inactive or torpid liver. Drugs and powerful poisons, such as calomel, can give only temporary relief, simply because while they stimulate the liver to violent action they do not cleanse and strengthen the delicate network of secretory ducts and glands. For this latter purpose there is nothing equal to *Alkia Saltrates*, the deposits of certain natural medicinal waters obtainable from any chemist. One to two level teaspoonfuls should be taken in a glass of water three times a day, and continued until all signs of constipation, which is the first evidence of liver trouble, have entirely disappeared. At the same time the headaches, mental depression, floating specks before the eyes, biliousness, bad complexion and stomach trouble will vanish, and you will again experience the pleasure of enjoying life as Nature intended you should. Avoid strong pills, drugs or alcoholic stimulants, eat moderately, and drink liberally of water, in which you should occasionally dissolve a teaspoonful of *Alkia Saltrates*—Nature's liver clarifier—and you need never fear a return of the trouble.

HAIR BEAUTY SECRET DISCOVERED

The discovery and development of a secret ingredient possessing the amazing properties of re-vitalising the hair and bringing out rich tints in all the glimmering glory of perfect hair-health has made Lavona Hair Tonic the one sure aid to beautiful hair. This fragrant golden liquid removes all dandruff and acid deposits from the head, and then penetrates into the tiny scalp cells, where it feeds each hair root and promotes a new growth of hair gleaming with natural, healthy beauty. Lavona Hair Tonic is definitely guaranteed to make your hair more beautiful or your money will be refunded. Only a genuine product could make such an offer. Get a 1s. 6d. bottle from your nearest chemist; wash your hair with the free Lavona Shampoo enclosed, and then apply Lavona Hair Tonic each night as directed. Lavona starts its good work right away, and in quite a short time you'll see that your hair is reaping the benefit of a great discovery—a discovery which has made beautiful hair possible for everyone.

HAVE YOU TAKEN A RISK?

Even if no symptoms appear and a risk of venereal infection has taken place, go at once to a doctor or attend at one of the Free Treatment Centres for advice.

There MAY be nothing the matter, but if there is the earlier the treatment is begun the quicker and surer is the cure.

Advice and treatment may be had both free of charge and under conditions of secrecy.

False shame is sheer folly. The real shame is to remain uncured, and thus to risk passing on the disease to an innocent person.

Full information free (in plain cover) can be obtained from the Hon. Medical Secretary, British Social Hygiene Council Incorporated, Dept. P., Carteret Street, Westminster, S.W.1 (St. James Park Station), and his advice will be available free at this address on Mondays, Wednesdays, and Fridays, from 12.30 to 2 p.m., and on Tuesdays and Thursdays from 5 to 7 p.m. No examination or treatment is undertaken at these offices.

Six useful booklets for Parents, 1/5 the set; four useful booklets for Girls, 9d. the set; six useful booklets for Young Men, 1/6 the set, all post free, in plain cover.

Our Letter Parliament

Wanted, A Leader!

Murdered Women—Youthful "Weary Willies"—"Mess" Muddle

AS a woman whose husband and brother sleep in Flanders' fields, may I thank you for publishing the splendid call to universal peace by Miss Maude Royden, in JOHN BULL of May 28? No one desires war, for inevitably both sides lose. That being the case there seems no reason why Britain should not abolish the weapons of war altogether. Is there not one statesman who will lead a crusade in favour of peace?—*A War Widow, Grangetown.*

Britain the Leader

Miss Maude Royden asks, "Will any nation take leadership by beginning disarmament?" and there is only one answer to that, and that is Britain, who with the biggest empire in the world must set an example. Let us begin by keeping our armaments down to a minimum and the other great nations will follow.—*J. P., Salford.*

A Nation's Lust

Your contributor makes out a very good case in favour of this country leading the way in disarmament. One cannot, however, ignore Mussolini's speech to the Italian Chamber, in which he said, "We must have arms for five million men, and sufficient aeroplanes to obscure the sun." Would the spectacle of Great Britain lying unarmed and helpless with its enormous wealth and colonial possessions be calculated to curb the lust of a nation bent on creating an empire at all cost?—*Peace but Security, Birmingham.*

War's Allies

Every proposal for the reduction of armaments, from whatever quarter it has emanated, has received sympathetic response from this country. That we should lead in the total abolition of war weapons while other nations remain armed would be madness, for we are still the richest empire, and hatred and envy are not yet dead.—*War Hater, Durham.*

Woman's Chance

Unless a halt is called, the world will soon be a seething hell of war-mad men, and it can scarcely be that another colossal slaughter is needed to convince us of the foolishness of war. What have the women to say? Theirs is the greater burden, to sit vainly waiting for the return of someone who has been blown to atoms in an inglorious exhibition of destructive futility.—*L. W., Liverpool.*

Up the League!

What is the League of Nations for but the promotion of peace, and, instead of an individual nation taking the risks following complete disarmament, as Miss Royden suggests, the nations comprising it should do so. It is time the League did something beyond having meetings and theorising.—*H. B., Sussex.*

The Thing that Matters

Miss Maude Royden stresses the difficulty of deciding what is disarmament. The disarmament that matters is disarmament of the mind, from which all else flows. Once convince the spirit of mankind that war is an evil from which no possible good can come, and the rest will follow.—*Lagger, Battersea.*

Who Wants War?

The only conclusion one can draw from the League of Nations skirmishing is that the nations do not want to disarm. The voice of peace is drowned by shouting war-mongers. Miss Maude Royden is right when she says there must be a disarmament of the spirit. Who wants war, anyway? Certainly not the common people.—*Chas. W. Morton, Birkenhead.*

Brief to-the-point letters not exceeding 100 words are invited. 5s. is paid for each letter published. Name and address essential, not necessarily for publication. Envelopes must be marked "Letter Parliament."

A National Crime

I wonder how many realised the appalling death-rate amongst women in childbirth before reading Mr. E. Roffe Thompson's article in JOHN BULL of May 28. It is a crime against the nation for the Government to spend so much on armaments and leave local authorities to provide for welfare and maternity centres out of the rates. In my opinion, these institutions carry on some of the finest work in the world. The sooner the Maternity Homes Bill becomes law the better.—*E. S. D., Bordesley Green.*

Necessary Knowledge

The natives of Uganda and Fiji rarely have large families, as husband and wife live apart for a considerable period after the birth of each child. This living apart is impossible in the crowded areas of our cities; hence knowledge of birth control is a necessity which should be supplied to every woman who drags out a miserable existence bringing children into a world for whom there is no provision.—*M. C. B., Pittenweem.*

The Tar Brush

Mr. A. G. Gardiner blames the Labour Party for being individual self-seekers, and in doing so overlooks the fact that this is rife in all Parties. Those interested in armaments and finance stand out most prominently. The present Government has increased taxation and armaments, given the vote to flappers and installed a silly "Red" campaign, while many an unemployed man wonders where the next meal is coming from. Can Labour do worse in power?—*Justice, Croydon.*

Filthy Food

I was surprised to read in JOHN BULL that London meat carts are absolutely uncovered. We in Scotland are more "hygienic," for our meat carts are covered—with dirty, blood-stained sacking, from under which the legs of the carcases protrude! Really, it is disgraceful that such methods should be permitted in civilised countries.—*A. J. N., Forfar.*

Printers' Pie

(Half-a-Crown is paid to the sender of every item published. Mark envelopes "Pie.")

"WESTMINSTER GAZETTE": — "The rain hissed, spattered, and beat upon the mud till it was DUST."

"HORNCASTLE NEWS":—"The usual charge of 6d. for admission on the FIRST Wednesday in the WEEK will therefore be cancelled."

"NEWCASTLE EVENING CHRONICLE":—"Coloured handkerchiefs . . . REDUCED to-morrow from 3 for 1/- to 9½d. EACH."

"MANCHESTER EVENING NEWS":—"The big COST of converting the existing thoroughfare—a million PEOPLE is a low estimate—is the chief obstacle."

"BOYS' REALM":—"He headed a rush of sightseers and two stalwart policemen, who, having sensed the riot, hurried SLOWLY to the scene."

"NELSON GAZETTE": — "Popular Family Wash. Price 2½d. per dozen articles, 1s. 4d. HALF DOZEN."

A Big Congregation

I take it that for every single copy of JOHN BULL sold there will at least be three readers. I think, therefore, that Mr. Philip Inman, from the background of "Sunshine Ward," is a Christian force more mighty than any pulpit in the land. Mr. Inman strips Christianity bare of its trimmings, and he has influenced me far more than has any exponent of the creeds.—*Ethel Lawson, Lancashire.*

Needy Doctors

I was shocked to read that there are hundreds of medical officers who, volunteering for service, have been unable to get a practice or a decent job since demobilisation. When one is aware of the hardship suffered by panel patients waiting for hours at doctors' surgeries, it appears evident that the stricter limitation of panels would benefit patients and absorb many needy medical men.—*Kitchener Boy, Huddersfield.*

Mine Humanity

While the number of accidents in the coal-mines is much to be deplored, it should be said in justification to the owners that every precaution is taken to prevent these. Not so many years ago when a fatal accident occurred, the body was not even brought to the surface until the end of the shift. Nowadays, work immediately ceases as a mark of respect for the deceased. Fast-moving motor ambulances, and "first aid" stations fully equipped are in readiness day and night.—*One Who Knows, Roker.*

Boy Tramps

A most distressing sight is to see the increasing numbers of youths who are this year "on tramp." Aimlessly, they are wandering from place to place, finding nightly shelter in casual wards, and mixing with the idle, unclean, habitual "Weary Willies." Surely, the authorities should do something to rescue these boy tramps from the degradation of "the road."—*L. Ankey, Oxford.*

Release Oscar Slater!

An innocent man, "convicted" of murder nearly twenty years ago, is still languishing in prison. Oscar Slater was convicted on evidence which would not have hanged a dog. The authorities dared not execute him, but are keeping him in prison rather than admit a miscarriage of justice. Sir A. Conan Doyle, Mr. Edgar Wallace and other eminent criminologists have protested against his imprisonment, but nothing happens.—*C. H. N. S., London.*

The Pup

The Mesopotamian campaign may, or may not, have been justified by the results obtained, but in the minds of those who participated in its capture there was no room for doubt that a continued occupancy would be a useless drain on the British tax-payer. The Government, apparently, based its policy on the reports of those who had commercial interests to be furthered.—*A. W., Goole.*

Experiments on Animals

In JOHN BULL of May 14, it is stated that last year over 200,000 experiments, 9,402 without anæsthetics, were performed on animals. The correct figures for 1925 (figures for 1926 not yet published) are: Experiments performed, 209,014; with anæsthetics, 9,402; without anæsthetics, 189,612.—*Jas. A. Forsyth, Hon. Sec., Scottish Anti-Vivisection Society, West George Street, Glasgow.*

THE "SWAN"

has a reputation to uphold

IT has a quality which must be kept true to traditions. In a "Swan" will be found individual features of perfect craftsmanship making for longer life and perfect service—the outcome of over 80 years' experience in the manufacture of writing implements.

Self-Filling type from 15/-
Other "Swans" from 10/6

Of all Stationers and Jewellers.

ILLUSTRATED LIST POST FREE

MABIE, TODD & CO., LTD., Swan House, 133 and 135, Oxford Street, London, W. 1. Branches: 79, High Holborn, W.C.1; 114, Cheapside, E.C.2; 95, Regent Street, W.1; and at 3, Exchange Street, Manchester.

Choose it now—use it a lifetime

SPLENDID *NEW* BOOKS OF REFERENCE AT *HALF PRICE* to 'John Bull' Readers

HERE is an opportunity which is too good to be missed! Seize it at once, and have these handsome educational books in your home. They will prove of *daily usefulness*—not only to adults but to the children in their schoolwork. Close upon a million copies have been sold to delighted purchasers at home and abroad. They are now offered to you at *half* the published price. Read the description below—then act!

British Empire Dictionary £1
Treasure Book of Knowledge £1 1s.
British Empire Atlas-Guide £1
(*with Appendix: "Foundations of Civics"*)

Beautifully produced—profusely illustrated in colour and monochrome—handsome leather binding (Oxford Blue), handy size companion volumes, 7¾ in. by 5¾ in.

Any one of these books will cost you

Only 10/6 (Post Free)

(De Luxe copy with full gilt edges 2/- extra). Any two volumes will cost 20/- post free (24/- De Luxe Edition), but you will be well advised to order the entire set costing you 30/- (36/- De Luxe vols.).

Send for Free Descriptive Booklets.

All orders, together with remittance for books required, to be sent to the Publishers:—
SYNDICATE PUBLISHING CO., LTD., 3/4, King St., Covent Garden, London W.C.2, England.

Britain's washday – *featuring* Rinso

1. They're altering the kitchen range at No. 7, so Mrs. Smith does her washing with Rinso and cold water.

2. They've just installed a new boiler at No. 8, and Mrs. Brown is testing it by giving the white things a boil with Rinso.

3. Nothing unusual has happened at No. 9, and Mrs. Robinson, who is old-fashioned and a dear, washes everything by hand, but she is modern enough to appreciate Rinso.

Rinso

washes every way

COLD OR HOT OR BOILING

B 249-108 B. S. MUDSON LIMITED, LIVERPOOL, WEST BROMWICH AND LONDON

JOHN BULL Replies

DON'T think that your trouble is too trifling to write about to JOHN BULL'S *Free Advice Service. If it causes you anxiety that is sufficient. Send particulars (written in ink), with stamped, addressed envelope, and experts will help you.*

THE Editor may be flippant on this page, but his humour is kindly and never malicious. He likes to end up the week's work on a bright note. Serious questions are dealt with by the expert staff of our Free Advice Service.

• • •

A. B. (Wigan).—"Who first thought of floating a company?" Noah.

E. B. (Finchley).—"I often go past your office." Good!

G. N. (Brentwood).—"Ignorance is bliss." Happy fellow!

J. W. (Manchester).—"I never have any words with my wife." Merely from?

B. E. (Oxford).—"He sent his account round." He wanted you to square it.

M. L. K. (Ingleton).—"Fish can see and hear, but can they smell?" Yes, and often do.

GEORGE (York).—"I shall be in the Isle of Wight during Cowes week." Yachting or Parkhurst?

T. P. (Hendon).—"Even a pick-pocket can't become skilful all at once." He needs time.

DORIS (Wivenhoe).—"I like to wear a fashionable and comfortable shoe." But fancy wearing odd ones!

Miss R. (Colchester).—"I dread to think of my fortieth birthday." Did something dreadful happen then?

B. T. (Malden).—"Most actresses have fine clothes." But some cut them a bit too fine.

P. T. (Islington).—"We encounter many stumbling-blocks." Use them as stepping-stones.

J. B. (Mitcham).—"My car needs repairing badly." We know a garage where this will be done.

T. B. (Chenies).—"Motor-cars are being sold to suit all pockets." As small as that?

T. B. (Radford).—"A woman's answer lies in her eyes." Yes, sometimes, we're afraid.

T. R. (Radnor).—"He fell asleep in his hat." What a large size he must take!

ALICE (Salford).—"I would never marry a short man." Still, money isn't everything.

G. N. (Brixton).—"I have a uniformed driver for my car." The trams are very handy, aren't they?

Mrs. H. (Seaford).—"My hubby has never spoken a hasty word during the whole of our married life." Does he stammer?

F. M. (Kew).—"I swam three times across the Thames before breakfast." And how did you get home without clothes?

J. J. (Taplow).—"Mixing drinks hurts nobody so long as the ingredients are pure." As the milkman said when he took his cans to the pump.

D. W. (Oxford).—"I say what I think." Only more so.

E. L. T. (Burnley).—"Beauty is only skin deep." And knee high.

L. T. (Uxbridge).—"My wife is one of a thousand." Mormon!

TED (Essendine).—"I have lost my money but not my brains." Assets: nil!

E. B. N. (Bedford).—"What will happen if the next Government is a Coalition?" Ignition and ebullition.

Miss V. (Boltby).—"His very looks fill me with pride." In hope you soon may be his bride?

Miss T. (Balham).—"Fancy being hugged by a bear." That's not a nice way to speak of your boy.

Miss O. (Cardiff).—"I send you a poem to express approbation." Which we kindly return without reprobation.

J. L. (Douglas).—"There are hundreds of dogs in this district." And there's no end to the cats in the Isle of Man.

A. Y. (Amersham).—"I made three proposals of marriage and was refused each time." Your luck may not last.

D. Y. (Clerkenwell).—"The doctor said I ought to take a holiday for my nerve trouble. Will you send me a fiver?" No. Your nerve is all right.

E. D. (Grimsby).—"When I delivered my first political speech the stage gave way." There was a faulty plank in your platform.

PHONETICIST (Balham).—"I should like JOHN BULL to adopt phonetic spelling." Wot wood ower milyun reeders hav tu sa abowt it?

G. N. (Mortlake).—"Dancing with a lady the other night, I caught my foot in the hem of her skirt." You must be a high kicker.

F. N. C. (Exeter).—"Some fish change colour during the mating period" Science is still grappling with the problem of whether winkles wink.

B. T. (Colne).—"A drop of whisky doesn't always make a man see double." But it often makes him feel single, and then there's trouble.

T. N. (Hammersmith).—"When I was a boy the doctor said my brain would be affected if I didn't stop smoking cigarettes." Then why didn't you stop?

L. H. (Pangbourne).—"She and the young man with her looked quite annoyed when I offered to join them in the boat." Naturally they didn't want you to shove in your oar.

ANXIOUS (Caterham).—"My ten-year-old son wants to become a poet." He really can't be blamed. Judging by modern poetry there is a great scope for poets.

COMMUNIST (Wigan).—"Why should a rich man trouble to educate his children?" Because it is a sounder policy to leave money in them than to them.

Miss V. (Ilkley).—"What are my chances of earning money with writings like enclosed, speaking roughly?" That is our difficulty, dear lady, we never speak roughly.

T. E. (Taunton).—"I handed him the accounts from the butcher, grocer and milkman and he screwed them up into a ball and kicked them out of the door." That is what is known as footing the bills.

T. B. R. (Radnor).—"How much money does the average wife want?" More.

T. B. (Padstow).—"Do you work long hours?" Just the usual sixty-minute ones.

G. M. (Halstead).—"I was thoroughly bored by the play." Weren't there any bright intervals?

S. T. (Peckham).—"I have written a piano symphony with a new motive." Revenge?

R. V. (Bloomsbury).—"I have a pet lizard." Is it any use as a collar-stud retriever?

E. N. (London, E.).—"A burned child dreads the fire." But do all married men avoid old flames?

N. E. (Conway).—"My cherry-tree bore plenty of cherries last year." What did you expect? Water-melons?

T. B. (Highbury).—"I proposed to her and she laughed at me." Never mind. Girls laugh at the silliest things.

M. R. (Wivenhoe).—"Garages charge too much for minor repairs." Yes, there should be a flat rate for punctures.

Mrs. B. (Letchworth).—"A servant has been with me for sixteen years." But not without a break, surely?

MAY (Hampstead).—"When I got caught in the storm I ran." And did your complexion follow suit?

T. F. (Everton).—"I can tell at a glance what a person thinks of me." How very embarrassing.

E. N. (Portsmouth).—"Married life is a long duet of happiness." If you strike the right note to start with.

B. E. (Chepstow).—"Will there be hard work in the next world?" Somebody will obviously have to do the stoking.

A. Y. (Hayes).—"I need a little light on this subject." We suggest a little reflection.

J. J. (Leeds).—"I make progress by putting my shoulder to the wheel." We know that kind of car.

F. M. (Paddington).—"I've bought a houseful of furniture on the instalment system." By the time you hate it thoroughly it will be yours.

TOM (Hitchin).—"She did not condescend to notice me although I saw her twice." Perhaps she never notices people in that condition.

"FLAPPER VOTE" (Dulwich).—"I've seen great big men afraid of my little dog Ginger." Perhaps they don't like ginger-snaps.

G. G. (Upper Norwood).—"Truth is always stranger than fiction." You wouldn't be so certain if you were an editor.

D. M. (Rochester).—"It is time that Englishmen asserted their manhood." It is, indeed. The ladies have already started.

GARDENER (Surbiton).—"Wallflowers are very vigorous in growth." For this reason they should not be planted too near the walls of new houses in case they push them over.

D. M. (Herne Bay).—"There is not a great deal of difference between a bathing-dress and an ordinary dress nowadays." There is a material difference, far more of it being used for a bathing-dress.

Mrs. G. (Bradford).—"I'm through and I am leaving him." How much?

A. L. (Brent).—"I was nervous when I proposed to her." We'll bet she was until you did.

L. P. (Durham).—"I am engaged to a pretty girl and a very clever one, too." Which one are you going to marry?

B. T. (Wigtown).—"I spent all my holiday dozing at full length in the sunshine." You evidently believe in the back to the land policy.

B. E. (Southgate).—"If a baby was fed on elephant's milk would it grow extra big?" Yes, if it was an elephant's baby, it would.

A. C. (Southampton).—"I've got to find another house next month, but I don't know where to turn." Turn to pages 46 and 47. We're offering an "Ideal Home" for a *Bullet*—go in and win and go in.

S. M. (London, N.).—"A new model public-house has rubber flooring." Customers who refuse to leave when requested are simply bounced out, we suppose.

W. G. (Putney).—"I have a terrible story to tell you." Good old Ananias!

M. C. (Marple).—"My husband is the dearest, sweetest man in the world." When does your honeymoon end?

T. W. (Lincoln).—"I have nothing to do." Then don't do it with us—we're busy.

P. G. (Dalston).—"My wife won't listen to reason." Sure you can give her the chance?

(Many replies unavoidably held over).

TEA

perfectly blended

Lipton's Tea is blended by experts. That is why the fragrant leaves yield a rich liquor of generous flavour. They have been intermingled with fine judgment—some for choice flavour, some for "body," others for point and aroma. A little conspiracy to make your cup of tea a luxury.

LIPTON'S TEA

LIPTON LTD., *Tea Planters, Ceylon. Branches and Agencies throughout the World.*

ARE YOU VERY NERVY?

If you are nervy and irritable you may be the last person to realise it, unless you honestly examine yourself. Are you subject to headaches? Do you easily forget? Is it difficult to keep your mind on your work? Is your appetite poor? Do you have a sense of weakness in arms and legs and get easily tired? Is your sleep restless and disturbed?

If you have any of these symptoms your nerves are run down, for these are signs of neurasthenia. You may have been working too hard, or, perhaps your system has been upset by a shock or illness. In any case, no time should be lost. Your nerves need bracing up with Dr. Williams' pink pills, the true nerve tonic. As the rich, red blood created by these Williams' pink pills reaches every part of the body, you will find the feeling of weakness and depression disappear, you will be more cheerful, your work will no longer be a burden, and you will enjoy sound, refreshing sleep.

So, if your nerves are run down, begin Dr. Williams' pink pills at once; of all chemists, 3s. 0d. box

FREE. Send a postcard to C. F. Dept., 36, Fitzroy Square, London, W.1, for free treatise on nerve ailments, "The Nerves and Their Needs."

Hair-Growing Discovery

Many persons—both men and women—who were completely bald have grown a full crop of beautiful hair by using Kotalko. Marvellous and speedy growth of hair has been reported even when falling hair, dandruff and baldness have existed for years.

A testing box of Kotalko may be obtained by sending 3d. in stamps to John Hart Brittain, Ltd., 2, Percy St., (83KN) London, W.1.

KOTALKO
TRUE HAIR GROWER

BOILS

Carbuncles, Abscesses, Ulcers and all forms of Poisoned Blood

PROOF of ! Successful Cures

Thousands of grateful testimonials prove the wonderful cleansing and healing power of Burgess' LION OINTMENT. You should read these few:—
WHITLOWS: "We have found your Lion Ointment splendid.—Mr. H. A. L." BLOOD POISONING: "Everlastingly grateful.—Mrs. E. T." BOILS: "My husband had awful boils on his neck. Your splendid Ointment speedily relieved him. — Mrs. J. H." DISEASED BONE: "We have used Lion Ointment for years and have cured many; one man was to have had his arm off.—Mrs. M. P." ULCERATED LEG: "It has saved my leg.—Mrs. J. C."

FOR 80 YEARS, Lion Ointment has been the old reliable remedy. Hundreds of thousands of families keep it in the house for Cuts, Burns, Bites, etc., as well as for serious ailments where cutting is threatened. You should keep it too. It never drives the poison in. It always brings it out, gently and firmly, and forms a clean healthy skin *from underneath.*

BURGESS' LION OINTMENT & PILLS

From all Chemists, 1/3, 3/- and 5/- per box.

FREE BOOKLET
Send postcard for your copy, to EDWIN BURGESS, LTD., 59C, Gray's Inn Rd., London, W.C.1.

TRADE MARK.

"The Greatest of These . . . ."

Birthday Blossoms

A Toast for All at Twenty-one

"JOHN BULL'S" twenty-first birthday marks the coming-of-age of one of the most notable charitable organisations now in existence in this country, for it was during the first year of publication that the work of succouring those in distress which is now carried on by "The Greatest of These—" Fund began.

Early in our existence we were made aware of the terrible amount of suffering which remained unrelieved by organised charitable effort and we set ourselves the task of binding our readers into a Brotherhood of Help.

When the skies were darkened with the clouds of war the untold suffering among dependents of men who fell in battle provided occasion and opportunity for an immense extension of our charitable work, which then became registered under the War Charities Act as "The JOHN BULL War Sufferers' Fund."

THOUGH nearly a decade has passed since the end of the war, the amount of suffering which it has caused seems to be unending, and week by week we receive pitiable appeals for assistance from many who are unable to obtain help from other sources.

We should like all our readers, as their own birthdays occur, to make a point of sending as generous a subscription as possible to this most deserving fund, which expends all donations in actual relief without the deduction of a single penny for expenses.

If this were done we could be assured of a more or less regular income which would dispel our continual anxiety owing to the means placed at our disposal being inadequate to meet the many calls upon the fund.

Celebrate your birthday whenever it arrives by making others happy and let the toast be, "May fortune fill the cup where charity guides the hand!"

"The Greatest of These—"

Registered under the War Charities Act as the JOHN BULL *War Sufferers' Fund. All cheques should be made payable to the Fund, and donations addressed to the Hon. Secretary, at 93, Long Acre, London, W.C.2. Every penny that is subscribed to "The Greatest of These—" Fund goes to give help to the needy. All the expenses of administration are borne by* JOHN BULL.

ACKNOWLEDGMENTS

Anon., 1s.; G. G., 2s. 6d.; A Miner (Ilkeston), 1s.; Dusky Brave, 2s.; Frdk. Chippendale (Liverpool), 5s.; Anon., 2s.; L. E. Turner, 2s. 6d.; F. A. O. (Dover), 6d.; Willing to Help (Skeg), 5s.; E. K. (Bradford), 2s.; Mrs. C. Taylor (Bilston), 1s.; Mrs. W. Jennings (East Acton), £1; A. D. Ware, £1; P., 1s. 3½d.; Mr. L. C. Young (Bermuda), 1s.; H. B. (W.2), 1s.; Mumie, 3s.; S. Y. F., 1s.; J. P., 5s.; B. (Brighton), 1s.; The Ninth, 10½d.; J. W. T. (Coventry), 2s.; Anon., (Harrogate), 2s. 6d.; Rudheath, 1s.; Quick Return, 2s.; T. Newbury (Guernsey), 3s. 6d.; G. Griffiths (Letchworth), 1s.; James McKechnie (Falkirk), 6d.; F. Bramby (Westgate-on-Sea), 6d.; Anon., 1s.; E. Perry, 6d.; K. M. Bennett (Boxhill-on-Sea), 1s. 1d.; A. M., 1s.; W. G. (Pertick), 5s.; Widow's Mite, 1s.; Cymro's 9th, 1s. 6d.; Ninth Part, 9d.; E. Tucker (Rotherham), 6d.; H. N. Morgan, 5s.; P. Headley (Bournemouth), 6d.; C. P. (Portsmouth), 6d.; W. Binks, 6d.; M. Smart, Frenchie, 1s.; Little Better Off, 4th, 1s.; Saloniqree, 6d.; A Roman Catholic, £5; Mrs. A. Johnson, 2s.; Climbing Ivy, 6d.; Anonymous (Camberley), 3s.; G. B., 10s.; Miss E. Hutchinson, 2s. 6d.; Southampton, 2s. 6d.; Twopence-a-Week, 10s.; Edina, 3s. 6d.; E. D. (Dowlais), 18s.; A. H. L., 2s.; B. C. (Camden Town), 2s. 6d; Anon. (Middlesbrough), 1s.; Anon. (Bristol), 10s.; H. Towler, 5s.; H. D., 2s. 6d.; Boanie (On the 9th), 3d.; My Lent Offering, M. B., A. B., 1s.; Thankful (Keighley), 5s.; Another Ninth (Coventry), 9d.; Ex-Serviceman, 5s.; Percy Sykes, 1s.; Elland on the 9th, 1s.; Miss M. A. Edwards (No. 4), 6d.; A. W. (Wigan), 1s. 6d.; Victor (Preston), 1s. 3d.; A Reader, 2s.; O. Ashworth (Kilburnie), £1; Anon., 1s.; Remembrance, 6d.; A. Julian (Derby), 6d.; £1 Buffet, 1s.; Anon., 6d.; A. K. (Ashton-u.-Lyne), 10s.; R. A. Freeman (Truro), 5s.; Mrs. Webster (Bromley), 2s. 6d.; J. Sydney Collett, 10s.; Mr. A. Lamberton (Pollockshields), 6d.; Mrs B. Isaatt (Wakefield), 5s.; Eronian, 1s.; Boland, 2s. 6d.

(Many acknowledgments unavoidably held over.)

This week's Cross-word Puzzle is on page 2

Don't Wear a Truss!

After 30 Years' Experience an Appliance has been invented for Men, Women and Children that Cures Rupture.

From a photograph of Mr. C. E. Brooks, inventor of the Appliance, who Cured himself, and whose experience has since benefited thousands. If ruptured, write to-day.

Sent on Trial.

If you have tried most everything else, come to us. Where others fail is where we have our greatest success. Send attached coupon to-day and we will send you free our illustrated book on Rupture and its Cure, showing the Appliance, giving you prices and names of many people who have tried it and are extremely grateful. It is instant relief where all others fail. Remember, we use no salves, no harness, no lies. We make it to your measure and send it to you on a strict guarantee of satisfaction or money refunded, and we have put our price so low that anybody, rich or poor, can buy it. We send it on trial to prove that what we say is true. You are the judge, and once having seen our illustrated book and read it you will be as enthusiastic as the thousands of patients whose letters are on the file in our office. Fill in the Free Coupon below and post to-day.

FREE INFORMATION COUPON.
BROOKS APPLIANCE CO., Ltd. (387G), 80, Chancery Lane, London, W.C.2

Please send me by post in plain wrapper your Illustrated Book and full information about your appliance for the cure of Rupture.

NAME .....

ADDRESS .....

Please write plainly .....

IMPORTANT
To all sufferers from
CATARRH
Deafness, Asthma, Ear Noises, Hay Fever.

Hundreds of men and women who in the past suffered from Catarrh, Deafness, Asthma and similar distressing ailments—but who suffer no longer—testify to the wonderful cures effected by the use in their own homes of the late Sir Hiram Maxim's Inhaler. Yet many thousands who still suffer hesitate to send for this wonderful invention because they are in doubt whether it would effect a cure in *their* case.

OUR NEW OFFER

On receipt of P.O. for 2/6, we will send you one of these Maxim Inhaler Sets. Use it for seven days. If it does not bring you relief, send it back to us unbroken and we will refund your money. If you obtain benefit from it, as we know you will, then send us the balance of 5/-. Only new and unused Inhalers are issued by us. Every set returned is destroyed and means a dead loss to us.

If you would prefer to have our booklet, the "Home Doctor," first, we will send it FREE on receipt of your name and address. It tells in their own words the experience of those who have used the Inhaler and been cured of Catarrh, Deafness, Hay Fever, Colds, Coughs, Asthma, and Bronchitis. If you suffer from, or are subject to, any of these complaints, this Inhaler will truly surprise you. Its use brings immediate relief and eventual cure. No matter what remedies you have tried before, make up your mind now to suffer no more. Send your P.O. to-day (or write for the booklet). Where other "cures" have entirely failed, this Inhaler has succeeded.

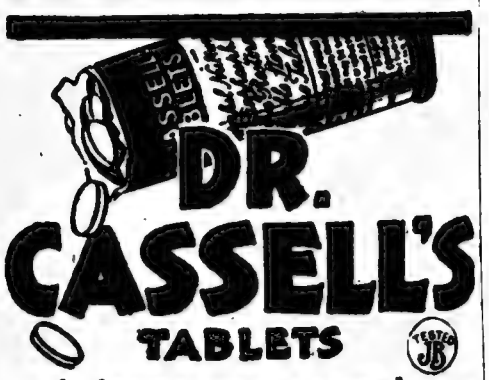
COUPON

Please send me Maxim Inhaler Set. I enclose P.O. 2/6, and will either send the balance 5/- or return the set unbroken within 7 days for refund of my deposit.

NAME .....

ADDRESS .....

Sir Hiram Maxim's Licensees (Dept MG1), 46, Holborn Viaduct, London, E.C.1.



are the foremost nerve treatment because they contain exactly those ingredients that medical science prescribes.

BLOOD-NUTRIENTS
These nourish and enrich the blood supply. They are of the greatest value in cases of Anæmia and malnutrition.

HYPOPHOSPHITES
Hypophosphites are essential to a healthy nerve system. They build up depleted nerve, brain and spinal tissue.

DIGESTIVE ENZYMES
These supplement the natural enzymes and help to get the fullest body building value from the customary diet.

STOMACHICS
These correct acidity, flatulence and other forms of indigestion. They also improve the appetite.

The Safe, Steady, Sure nerve treatment.

1/3 AND 3/-

SUIT YOURSELF For 1/6 A WEEK

SPECIAL BARGAIN OFFER on LOWEST EASY PAYMENT TERMS of the famous Selby Suits, etc. Selby means satisfaction. Each garment is Cut and Tailored by Leading London Experts, and we Guarantee Perfect Fitting. Only the best quality materials are used, and the latest London styles embodied. Complete Approval Before Purchase.

Write for FREE Book of 1927 Fashions, Book of Patterns and simple self-measurement form.

SELBY MFG CO., LTD.
(Dept. 515),
21a, FINSBURY ST.,
LONDON, E.C.2.

Selby
SOUND VALUE

STOP DIGESTIVE PAIN QUICKLY.

The worst attacks of indigestion are stopped in a few seconds by taking a little 'Bisurated' Magnesia in water immediately after eating. 'Bisurated' Magnesia goes right to the seat of the trouble, neutralises excess acidity, stops fermentation and soothes, heals and strengthens the inflamed stomach lining made raw by the action of acids. 'Bisurated' Magnesia is used by thousands of people who once suffered with indigestion but, having discovered this real remedy that never fails, now keep a package always handy. You can get 'Bisurated' Magnesia at all chemists, price 1s. 3d. for either powder or tablets. If you suffer from digestive troubles, try it at once, and know what it is to eat and enjoy your food without pain to follow.

A NATURAL CORRECTIVE FOR LIVER & BOWELS.

Why Take Purgative Pills & Salts?

FOR upwards of 30 years, Bile Beans have been a highly-successful family medicine. The reason is that Bile Beans are purely vegetable, and do not contain calomel (mercury), or any other weakening mineral drug. Dosing the system with purgative mineral pills and salts is like "flogging a tired horse."

Bile Beans are a mild yet thoroughly efficacious vegetable preparation that naturally purifies and tones-up the intestinal system. Bile Beans act directly on the liver as well as on the bowels. They do not gripe but are gentle, while thorough, and they do not call for increased doses as in the case of ordinary pills. One or two Bile Beans at night and after the mid-day meal is the safest method of banishing indigestion, bilious attacks, sick headaches, dizziness, blood impurities, anæmia, constipation, pimples, piles, and general debility. Bile Beans are 1/3 or 3/-, family size. Sealed boxes only. All chemists.

ABSOLUTELY FREE TEST! Every reader mentioning JOHN BULL 11/6/27, can obtain FREE a neat sample box by sending name and address to Bile Beans, Leeds.

JOHN NOBLES

Quite the latest in Tailor-Built Garments

Exceptionally Smart!

Model P4599. Excellent value for 30/- is expressed in this stylish Costume made in the new "Diamond" fine Suiting in Navy and Black. This material is quite the latest production and is exceptionally smart in Tailor-Built Garments. The coat (29 ins. long) is made in a popular D.B. style with piped pockets, good bone buttons, and artificial silk lining. Two-piece skirt, finished at waist with webbing band and side fastening. In sizes to fit, 34, 36 and 38 in. busts; 25, 27 and 29 in. waist 32, 34 and 36 in. skirt lengths.

Price, only **30/-** Post paid.

Model 26214. Stone Marten Grey Fur Choker, as sketch, which makes an ideal finish to costume. Price **10/9**

Model D4518. Attractive Hat, as sketch, in rich Petersham Ribbon, in two tone colours. Red/Navy, Rose Beige/Navy, New Green/Beige, New Blue/Beige, or Black. Price **4/6**

ON APPROVAL.—If a deposit is forwarded, this model will be sent on approval.

FREE! A post card will bring John Noble's fully illustrated Catalogue of the dress ideas of the day. Send at once.

JOHN NOBLE, Ltd. (Dept. 55)
Brook Street Mills, MANCHESTER.

ZONOPHONE RECORDS

A819 12-in. 4/-

A REALLY MAGNIFICENT ELECTRICAL RECORD

"POET & PEASANT" OVERTURE

National Symphony Orchestra

TRY THE NEW ZONOPHONES 10-in. 2/6 12-in. 4/-

Lists from any up-to-date dealer.

DON'T BE TOO THIN AND LOOK OLD QUICKLY.

HOW TO DEVELOP A YOUTHFUL FIGURE.

It's absolutely unnecessary to be so thin that "scraggy" hollows and angular contours suggest that you are older than you really are. Almost any man or woman who wants to develop a youthful well-moulded figure can do so in a few weeks by taking Blood-Iron Phosphate. This remarkable tonic never fails to make you fit and strong, because its special phosphates strengthen those red blood-cells so vitally necessary to robust health. Thus you can quickly overcome thinness, anæmia, and all physical weaknesses due to feeble nerves and impoverished blood. Get a 3s. flask of Blood-Iron Phosphate from your chemist to-day. It's so genuinely good that it is guaranteed to put on flesh and make you look and feel better and younger or you get your money back—so why not try Blood-Iron Phosphate now?

"JOHN BULL'S" GUARANTEE.

EVERY article advertised in "John Bull" carries with it a "money-back" guarantee. Naturally this guarantee applies only to manufactured articles, but every care is taken to satisfy ourselves as to the bona-fides of all advertisements in "John Bull." All foods, food products, toilet preparations, medicines and drugs, and other articles capable of a laboratory test which have been approved by our experts are marked— . . . . . .

In the case of medicines and drugs we guarantee that if they are taken or applied according to the directions they will have no injurious effects. Any complaint must reach us within one month from the appearance of the advertisement in "John Bull," and in the case of dispute the decision of our Managing Director shall be final.

ODHAMS PRESS LTD., Proprietors of "John Bull."

Buy a 9d. bottle to-day of **MASON'S EXTRACT OF HERBS** and make prime non-intoxicating beer at home, which costs less than 6d. per gallon.

NEWBALL & MASON, LTD., NOTTINGHAM

RELIEVES

BILIOUSNESS . . . QUICKLY

Carter's Little Liver Pills move the bowels without pain or unpleasant after-effects. They relieve the system of constipation poisons which often cause a sour and acid condition in the system. Remember that they are a doctor's prescription and can be taken by every member of the family.

All chemists, 1/3 and 3/- pkgs. The genuine bear the signature Beatrice

CARTER'S LITTLE LIVER PILLS

When replying to advertisers' announcements, write clearly giving name and full postal address.

Mead

—Nothing more to pay for ONE MONTH

Here is a splendid chance for you to secure the biggest bicycle bargain ever offered on exceptionally easy payment terms. Don't let this golden opportunity pass. Write TO-DAY for exquisitely coloured illustrations and detailed specifications and note for yourself how luxurious is the equipment of these strongly built, silent running beautifully finished ladies' and gentlemen's No. 400A "Marvel" models.

Also ask for our monster size art catalogue of other high-grade bicycles, any of which you can buy DIRECT FROM OUR FACTORY on low cash or credit terms at POUNDS BELOW SHOP PRICES. We pack every machine free, pay carriage, send the bicycle on 15 DAYS' FREE RIDING TRIAL and refund your money in full if you are not completely satisfied.

Remember—Mead cycles have been world-famed for excellence for 38 years and have carried to victory many of the most celebrated racing champions.

How you can obtain a "Mead" for your own riding on payment of 2/6—is explained in our new season's catalogue, which is the biggest and most beautiful cycle pictorial album ever issued. So send for FREE copy NOW.

Mead Cycle Co. Inc.,
(Dept., C163) Birmingham.

THE SAFE **ANTI-SEPTIC HEALER**

ZAM-BUK

Kills & Excludes Skin Disease Germs

ZAM-BUK acts in Three ways. First, it allays pain and irritation, and subdues swelling. Secondly, Zam-Buk is not merely aseptic but is anti-septic as well. It kills blood-poison and skin disease germs. Thirdly, Zam-Buk grows new skin over any wound or sore. Every home needs a box of this "safety first" skin healer. 1/3 & 3/-.

'BULLETS' £3,000

IDEAL HOME,
FURNITURE,
AND
TOTAL VALUE
The winner of this 'Ideal Home' Prize will
THE "JOHN BULL" IDEAL HOME
THE house of your choice on the site you select—this is the first attraction of the £3,000 "Ideal Home" Prize. The expert advice of Mr. Guy Church, F.R.I.B.A., Architectural Editor of *The Ideal Home*, will ensure that your new home is ideal, not only from your point of view, but also in design and construction.
COMPLETE FURNITURE
"JOHN BULL" will furnish your Ideal Home from top to bottom exactly as you desire—you will be invited to choose the furniture yourself from the showrooms of a famous firm.

RESULT OF "BULLETS" COMPETITION No. 638.

£837 10s. in Cash Prizes Won This Week!

FIRST PRIZE OF £500:

Mrs. A. TAILBY, "El Chiquito," Biggin Hill, Westerham, Kent.

Example :—DAWN OF LOVE
Bullet :—BREAKING—WHEN NATIONS "BROKE."

SECOND PRIZE OF £50:

Mrs. E. M. FINNERTY, Ketton, Stamford, Lincs.

Example :—BETWEEN NATIONS
Bullet :—WHY NOT BROADCAST *Dove?*
(Entered on "Target" Prize Coupon.)

THIRD PRIZE OF £25:

Mr. S. G. CLARK, 40, Swallands Road, Bellingham, London, S.E.

Example :—MAKES ALL THE DIFFERENCE
Bullet :—*Summer* IN THE *Holidays*.

FOURTH PRIZE OF £15:

Mr. E. FLETCHER, 2, Grendon Avenue, Oldham.

Example :—A FINE
Bullet :—WON'T SAVE PEDESTRIANS "PAYING."

FIFTH PRIZE OF £10:

Mr. S. BROOKS, c/o 53, Park Road, Preston, Lancs.

Example :—GIRL I'M LOOKING FOR
Bullet :—"DOMESTIC" REQUIRING NO SERVANT.

10 Prizes of £5 each:

J. BEARD, 34, Manor Street, St. Helens, Lancs.
FATHER'S APPETITE—REGAINED—THAT'S MOTHER'S "TONIC."

M. J. BRENNAN, Ivy House, Cratloe, Limerick.
MRS. GRUNDY—"SCENTING" SCANDAL, "GIVES TONGUE."

B. FISHER, 20, Egerton Street, Chester.
WORTH KEEPING—OPEN, SOVIET "TRADESMAN'S ENTRANCE."
(Entered on "Target" Prize coupon.)

F. GOODCHILD, The Croft, Chanters Road, Bideford.
A FINE ACHIEVEMENT—"WRECKS RAISING *Themselves*."

F. J. HARRIS, 80, High Street, Romford, Essex.
WHAT IS ECONOMY?—LIVING LIKE A *Laird*.

W. HOUGH, 85, St. George's Road, Hull, Yorks.
WIFE'S RELATIONS—WITH ME—AGAINST ME.
(Entered on "Target" Prize coupon.)

H. SKINNER, 39, Chalcroft Road, Lee, S.E.
MRS. GRUNDY—"DON'T! DON'T!" NOW DODO.

Mrs. E. STRUDWICK, 49, Stacey Road, Forest Gate, E.
WIFE'S RELATIONS—DIDN'T EMIGRATE—DISCOVERED US.

H. WINTER, Woodlands, Park Crescent, Erith.
WIFE'S RELATIONS—PROVIDED DOORMAT INSCRIBED "WELCOME."

H. WYKES, "Roseville," Walsgrave, near Coventry.
MAKES ALL THE DIFFERENCE—INDUSTRY'S "PULSE"—LABOUR'S "TEMPERATURE."

10 Prizes of £2 10s. each:

E. BURGIN, 17A, Wood Street, Sheffield.
FOOLISH COUPLE—OF WEEKS—WISEST HOLIDAY.

H. D. CAMERON, 12, Regent Street, Shawlands, Glasgow.
OLD ADAM—MAN THAT CLOTHES *Unmade*.

Mrs. N. M. CHAPPELL, 1, St. Paul's Road, Portland, Dorset.
WORTH KEEPING—IN HAIRPINS—MODERN GIRL.

A. F. GUYLER, 48, Imperial Road, Beeston, Notts.
THE END—OF—OR—BY WAR

E. E. LEE, "Cornwall," Ronald Park Avenue, Westcliff-on-Sea.
WHAT IS ECONOMY?—*Shopping* INTELLIGENCE.

W. H. MATTHEWS, 5, Sheering Mill Road, Sawbridgeworth, Herts.
DAWN OF LOVE—CUPID'S THE "FIRING PARTY."

R. G. MAUNTON, 22, Newbury Road, Bromley, Kent.
BETWEEN NATIONS—SANITY'S SUNRISE—MILITARISM'S SUNSET.

J. B. TAYLOR, 5, Jerningham Street, Stafford.
WHAT IS ECONOMY?—ANOTHER "SECRET" GOVERNMENT'S LOST.
(Entered on "Target" Prize coupon.)

F. TIMMS, 35, Hamilton Road, Highbury, London, N.
OLD-FASHIONED WIFE—HUSBANDS PURSE—SPURS HUSBAND.

H. TURNEY, Wilstead, Bedford.
BETWEEN NATIONS—SPORT DOING WONDERFUL WORK.

100 10s. Prize-winners:

Miss D. Allen, 52, Cobham Rd., Kingston.
F. W. Allen, Oakleigh Rd., Whetstone, N.
W. Ballantyne, 7, Newburgh St., Amble, Morpeth.
E. H. Barlow, 25, Parkhills Rd., Bury, Lancs.
J. Barrett, 25, Albert Rd., Cosham, Hants.
D. Bennett, 4, Kinghorn Pl., Edinburgh.
H. W. Bennett, Holmdene, Woodlands, Isleworth.
J. R. Best, 46, Briercliffe Rd., Chorley, Lancs.
E. Bland, 15, High St., Lowestoft.
G. A. Bull, 25, Mauleverer Rd., Brixton, S.W.
F. W. Butcher, 145, Wulfstan St., Shepherd's Bush
W. Carter, c/o Wrekin Golf Course, Salop.
E. Chapman, 143, Leavesden Rd., Watford.
H. Chatterton, 112, Abingdon Rd., Middlesbrough.
G. Christie, 179, Thomson St., Glasgow, E.
A. Clifton, 12, Southwell St., Barnsley.
R. Codd, 49, Broughton St., Battersea, S.W.
Miss E. Collinson, 2, High St., Marylebone, W.
W. Cooper, 166, Beresford St., Moss Side, M/c.
A. Corbett, 4, Cambridge Pl., Henry St., Sneinton.
A. R. Cox, 19, Haringey Grove, Hornsey, N.
H. Crook, 44, Warrington Rd., Lower Ince, Wigan.
D. T. Davies, 2, Beresford Rd., Bournemouth.
W. G. Davies, 63, First Avenue, London, E.
A. Dawson, 5, Greenland St., New Wortley, Leeds.
H. Deery, Main St., Ballintra, Co. Donegal.
W. W. Duckels, Mayfield, Carleton Rd., Pontefract.
R. Eldridge, 123, Nordley Hill, Wednesfield, Staffs.
W. F. Ellis, 21, Garden Lane, Chester.
G. D. Evans, 84, St. Olave's Rd., East Ham, E.
Mrs. E. Fawcett, 93, Broomspring Lane, Sheffield.
Mrs. W. Ferguson, 8, Ash Grove, Cottingley, Yorks.
F. Field, 21, Newton Rd., Ipswich.
I. Fletcher, 10, Forest Rd., Clipstone, Mansfield.
J. E. Foley, 15, Colebrooke Row, City Road, N.
W. C. Fowler, 47, King Edward Rd., Loughborough.
L. R. Friskney, 54, Hawksley Av., Hillsborough.
J. P. Hammond (Room 325), Govt. Bldgs., Dublin.
Mrs. Hancock, 20, Hazel Terr., Troedyrhiw, Merthyr.
Mrs. E. Hanson, 26, Sunnyhurst, Darwen, Lancs.
A. Harborne, 65, Stubbin Lane, Firth Park, Sheffield.
F. Harford, 356, Powerscourt Rd., Portsmouth.
G. Harrison, 43, Tempest Rd., Leeds.
W. G. Hartnell, East Coker, Yeovil, Som.
W. N. Hayter, 40, Devon Rd., Barking, Essex.
A. Heath, 54, Siemen St., Horwich, Lancs.
G. Heath, 9, Heaton St., Ackworth, Pontefract.
F. Heiner, Romaldkirk, Darlington, Co. Durham.
W. Henry, 25, Orchard Place, Southampton.
W. E. Herring, 79, Royal Park Av., Hyde Park, Leeds
G. W. Hicks, 4, Charles St., West, Lincoln.
S. G. Hobbs, 52, Portland Rd., Gillingham, Kent.
H. Hook, 176, Hearsall Lane, Coventry.
Mrs. N. Howieson, 66, Albert St., Edinburgh.
A. Johnson, Allenheads, Allendale, North'd.
J. W. Johnson, 7, Neale Rd., Chorlton-cum-Hardy.
J. Jones, 17, Augusta St., Cardiff.
L. Jones, Ambrosia, Smith Dorrien Rd., Leicester.
H. Keen, 198, Third Av., Queen's Park, W.
S. Langford, 25, Victoria St., London, S.W.
A. H. Lawson, 69, Pendennis St., Liverpool.
E. G. Lodwig, Swansea Rd., Loughor, Glam.
C. MacInnes, Carrington, Gorebridge, Edinburgh.
Miss E. Mann, Friday Bridge Rd., Elm, Wisbech.
Mrs. C. Martin, 13, Terminus Pl., Eastbourne.
O. Mason, 41, Week St., Maidstone.
Mrs. A. M. Millie, 8, Maxwell St., Edinburgh.
J. Molyneux, 3, Dootson St., Abram, Nr. Wigan.
Miss Oldfield, c/o 22, Bubwith Grove, Halifax.
J. J. Paisley, Ashville, Carnmonay, Belfast.
H. Pearson, 87, Cog Lane, Burnley.
A. C. Philip, 17, Halford Rd., Fulham, S.W.
N. Pinkney, Tudhoe, Spennymoor, Durham.
Mrs. A. Robson, 2, Denwick Av., Lemington-on-Tyne.
Miss A. Ruddock, 66, Greenhow Terr., Newcastle.
C. Russell, The Summit, Edward Rd., Biggin Hill.
W. J. Ryan, 19, Belvedere Rd., Dublin.
R. E. Saunders, 82, St. Barnabas Rd., Cambridge.
W. E. Scammell, 29, Olive St., Aberavon, Port Talbot.
C. E. Sexton, Barrack Office, Piershill, Edinburgh.
J. Sharpe, 439, Dumbarton Rd., Partick, Glasgow.
J. S. Sherburne, Penwortham Hall Cott., Nr. Preston
S. Shuttleworth, 13, Hill St., Hindley, Lancs.
Mrs. F. Sims, 38, Vauxhall Rd., Gloucester.
T. Sloane, 16, William St., Drogheda.
G. W. Smith, 1, West View, Kendal.
J. W. Steele, 91, Potters Hill, Aston, B'ham.
W. H. Taylor, 28, Stanley St., Gloucester.
J. Thomas, 12, Charles St., Skewen.
C. Thompson, Beverley, Oulton La., Woodlesford.
Mrs. E. J. Thompson, 43, Belsize Av., Hampstead.
J. B. Thompson, 10, Ford St., Coventry.
F. L. Waud, 3, Castle View, Balderton, Nr. Newark.
W. Warden, 98, Eglinton St., Glasgow.
Mrs. R. A. Weir, Heathfield, Sussex.
J. Weston, Yew Tree House, Barlestone, Nuneaton.
W. Wiggins, 125, Annfield St., Dennistoun, Glasgow
A. C. Williams, 11, Beech Walk, Crayford, Kent.
G. Wilson, 29, Thistle St., Huddersfield.
F. Wright, Ashton Rd., Norley, Nr. Warton.

A Complete List of 100 10/-, 200 5/- and 500 2/6 Prize-winners can be seen at the offices of "John Bull."
The original cheque for £2,000 awarded to the First Prize-winner in "Bullets" No. 637 can now be seen in the window of Mr. F. Rainford, 85, Miller Road, Preston.

ADVANCE EXAMPLES FOR "BULLETS" No. 642

HOLIDAY FOR ME	IN FASHION
THE RUSSIANS	SENSELESS
SAID TO THE LAND-LADY	WHAT THE CAPTAIN SAID
SHE LOVES	LAWYER'S ADVICE
DISARMING	RUN FOR HIS MONEY
DANGER AHEAD	TOGETHER
WITH A PUNCH	AFTER SUCCESS
NEVER FORGIVEN	IN HIS PLACE
MAKING THINGS DIFFICULT	A DELUSION
	INCREASING

WHAT IS A LESSON?

These Examples may be made use of on the Coupons on page 47, and must reach us on or before **THURSDAY, JUNE 30.** All Coupons so used **MUST** be marked clearly with the number **642** in the top left-hand corner, and envelopes containing these Coupons must be addressed "Bullets" No. **642,** JOHN BULL, Long Acre, London, W.C.2 (Comp.). Such Coupons must not contain Examples for "Bullets" No. **641.**

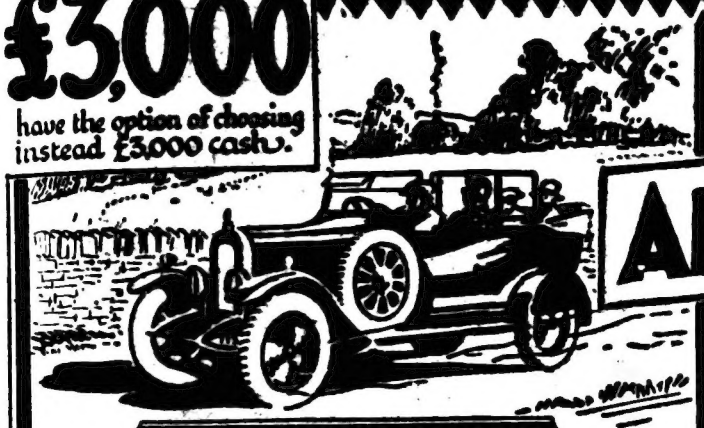
SPECIAL NEWSAGENTS' PRIZES.
Cheques for £10, £3 and £2 respectively will be paid to the Newsagents from whom the winners of the first three "Bullets" Prizes in Competition No. 641 have purchased their copies of "John Bull."

FOUR-FOLD FIRST!

MOTOR-CAR and £1,000

£3,000

have the option of choosing instead £3,000 cash.



CLYNO 4-SEATER MOTOR-CAR
A £220 "Clyno" Touring Car, complete with every accessory, is the third part of the £3,000 prize. £2,000 has been set aside to cover the cost of House, Furniture and Car.

AND £1,000

OTHER PRIZES TO BE WON

£250 £50 £25 £100

100 PRIZES OF £1

10 PRIZES OF £5 | 10 PRIZES OF £2·10

200 OF 5/- | 1,000 OF 2/6 | 12,000 'TARGET' PRIZES

HOW TO MAKE "BULLETS"

THERE is nothing difficult about *Bullets*. All you have to do is this. Select any of the *Examples* opposite—then give any TWO, THREE, or FOUR words with some bearing upon it. Thus a recent winner who selected the *Example*—SECRET OF HEALTH, added the *Bullet* DOING WITHOUT—WITHOUT OVERDOING, and secured £50 for those few words. Three recent Big Prize winners were:—

Example:—WHAT IS A VOTE?
Bullet:—"SECRET"—BUT "EVERYBODY'S BUSINESS."

Example:—WORTH WATCHING
Bullet:—MANAGER—WHEN REVUE ISN'T.

Example:—SILLY ASS
Bullet:—LETTING MONEYLENDER SUPPLY "OATS."

ENCLOSE A POSTAL ORDER AT THE RATE OF 6d. FOR EACH COUPON USED.

LIST OF EXAMPLES FOR "BULLETS" COMPETITION No. 641.

LAND WE LIVE IN
THE PRINCE'S SMILE
NEW WORLD
HARD
THE REASON WHY
JOHN BULL
MARRIED
NEEDS A HOLIDAY
POLITICS
THE WISHES THAT
WISE NATION
LOVE OF COUNTRY
MANKIND
EVERYBODY'S
BUSINESS
SAID TO BABY
HAPPY MAN
ANGRILY
MADE HIM LOOK
FOOLISH
WITH A SOB
FIRST HOME
IN LIFE'S BATTLE
WHAT WE'RE WAITING FOR
HIS TYPIST
SOON
ACROSS THE
ATLANTIC
PAYING US
DISAPPOINTED
NOT NOTICED
WANTED
YOU NEVER CAN TELL
POOR SHOW
SAFEST
WORRIES MOTHER
ON THE SHELF
I HOPE
WHAT THE INVENTOR
SAID
MISTAKEN KINDNESS
THE TOP DOG
A RECORD
WHAT IS FLYING?

ADDRESS COUPONS TO
"Bullets" No. 641, "John Bull," Long Acre, London, W.C.2 Comp.

PLEASE POST EARLY IF YOU CAN. You can help us by posting early, but all "Bullets" entered in time receive the same careful adjudication.

"BULLETS" RULES.

1. The First Prize will be awarded for what in the opinion of the judges in consultation with the Editor is the best Bullet received, and the other prizes in order of merit, the test being cleverness, aptness, and originality.

2. Only two attempts may be written on each coupon, and a postal order must be enclosed at the rate of 6d. for each coupon made use of. This must be made payable to JOHN BULL, and crossed and Co. Competitors must write their names and addresses and the date of sending the order on the back of the postal order, the number of which must be duly noted on each coupon submitted. Coupons must not be mutilated.

3. The Editor undertakes that every Bullet received shall have careful consideration by a competent staff of qualified judges.

4. The Editor's decision on any matter of dispute arising in connection with this competition must be accepted as final and legally binding in all respects, and acceptance of this rule is an express condition of entry.

Employees of Odhams Press are not eligible to compete.

Example _____ Closing Date, Thursday, June 23.
Bullet _____
Example _____
Bullet _____
(641) P.O. No. _____
I agree to enter this Competition in accordance with the rules and conditions announced on this page.
With 1 Coupon, send P.O. for 6d.
Signed _____
Address _____

Example _____ Closing Date, Thursday, June 23.
Bullet _____
Example _____
Bullet _____
(641) P.O. No. _____
I agree to enter this Competition in accordance with the rules and conditions announced on this page.
With 3 Coupons, send P.O. for 1s. 6d.
Signed _____
Address _____

"Bullets" must consist of Two, Three or Four Words.

If you wish to send in further "Bullets" you can write them on plain paper.

Example _____ Closing Date, Thursday, June 23.
Bullet _____
Example _____
Bullet _____
(641) P.O. No. _____
I agree to enter this Competition in accordance with the rules and conditions announced on this page.
With 2 Coupons, send P.O. for 1s.
Signed _____
Address _____

Example _____ Closing Date, Thursday, June 23.
Bullet _____
Example _____
Bullet _____
(641) P.O. No. _____
I agree to enter this Competition in accordance with the rules and conditions announced on this page.
With 4 Coupons, send P.O. for 2s.
Signed _____
Address _____

Two Great Anniversaries!

"HARLENE" AGE 40 - JOHN BULL AGE 21

UNIQUE HAIR-IMPROVING FREE GIFT OFFER.

Send the Coupon *Now!*

A VERY special Free Gift is publicly announced to-day to celebrate the 21st Anniversary of "John Bull" and the 40th Anniversary of the founding of the business of Edwards' "Harlene-for-the-Hair"—the first Laboratories in the World to bring Modern Science to the aid of the Hair Toilet.

Wherever the English language is spoken the names and fame of "John Bull" and "HARLENE" have penetrated. Countless thousands of men owe the preservation of their hair to the wonderful two-minutes-a-day "HAIR-DRILL."

More than half the women in this country who have demonstrated the loveliness of the waved hair fashion are living testimonials to the amazing beautifying properties of the various "HARLENE" preparations.

Now we come to the delightful idea behind the present FREE GIFT, which is to offer *to every reader of "John Bull"* exactly what they choose from the wonderful list of Hair Toilet Preparations described on this page.

Read carefully the List. Choose ***ANY THREE*** of the preparations described, and you can have them *FREE* simply by filling in and posting the Coupon below.

If you select, say, a bottle of "HARLENE" HAIR TONIC, a bottle of HAIR-WAVE-SETTING LOTION, and a bottle of "UZON" BRILLIANTINE, all you have to do is to fill in on the Coupon below the numbers 1, 4 and 7 in the space provided. This is just an example. You are free to choose ANY three articles, filling in the numbers accordingly. The Free Manual of "HAIR-DRILL" will be sent in all cases in addition.

1 "HARLENE" HAIR TONIC

Absolutely unequalled for its power to make the hair grow at any age; for the freshness, youthful lustre and healthy beauty it creates and maintains in the hair, and for its rapid "tonic"—even champagne-like action on hair and scalp—revitalising "sleeping" hair-cells, stopping the hair falling out on brush or comb, preventing the formation of scurf, etc. Equally good for men and women. *Full directions* are given with the FREE-Trial Bottle. Further supplies can then be obtained as required from all chemists at 1/1½, 2/9 and 4/9 per bottle.

2 "CREMEX" SHAMPOO POWDER

The most perfect wet Shampoo ever compounded. Cleanses the hair and scalp, *thoroughly* removing all grease, dust, scurf, etc., "toning up" the scalp, invigorating the hair, and leaving a deliciously cool and refreshing sensation after use. "CREMEX" brings out too, in full beauty, the artistic lights and shades of the hair. Further supplies from chemists in boxes of 7 Shampoos 1/6. Single Packets 3d. each.

3 "CREMEX" DRY SHAMPOO

A wonderful discovery for Ladies. This rapid-cleansing DRY Shampoo *preserves the hair waves*, and has a most *burnishing* effect on the hair, making it lustrous and "sparkling with its own sunlight." Full directions with each Trial Packet. Further supplies from chemists in boxes of 7 Shampoos 1/6. Single Packets 3d. each.

4 "HARLENE" WAVE-SETTING LOTION (for Ladies)

This lotion was first perfected for use as an adjunct to the "HARLENE" Home Hair Waver, and has been found extraordinarily successful in "setting" waves so that they remain unaffected by fog, damp, etc. Also keeps unruly "ends" of hair perfectly in place, thus giving the hair a "finished" and "dressy" appearance. Full directions for use with every Free Trial bottle. Further supplies from chemists at 1/3 per bottle.

5 "HARLENE" Cleansing and Revivifying HAIR FIXATIVE

(For Gentlemen). A great popular success and indispensable to men who desire to appear at all times "well groomed." Not only "fixes" the hair as brushed, without greasiness or stickiness, but imparts a most attractive lustre and brightness. Enables you to go through the whole day as neat and trim as though you had just come from a fashionable hairdresser. Of great value to men who go in for athletics. After you have used the Free Trial Bottle further supplies can be obtained from chemists everywhere at 1/3 per bottle.

6 "ASTOL" FOR GREY HAIR

Restores the colour to Grey, White or Faded Hair. Has been used by countless thousands who, to-day, look many years younger than their actual age. "ASTOL" is very pleasant to use—stimulating, delicate, and refined—and is not a dye or stain. Full instructions for use given with every Free Trial Bottle. This preparation is equally suitable for ladies as for gentlemen. Regular prices 3/- and 5/- per bottle from all chemists.

7 "UZON" BRILLIANTINE

(For Ladies and Gentlemen). One of the Toilet Luxuries of the century which is surprisingly economical to use. A few drops make "all the difference" to the coiffure and add a touch of real distinction. Of especial benefit to all who have a tendency to hair and scalp "dryness." A Free Trial Bottle awaits you, and your chemist will supply future requirements in bottles at 1/1½ and 2/9.

THE "HARLENE" HOME HAIR WAVER.

(Patent Pending.)
Reg. No. 26536/26.)

The "HARLENE" Home Hair Waver is a most wonderful invention. Anyone can use it. Electricity is *not* required. It is not only easy to handle, but astonishingly rapid, and gives that "Bond Street" side-sway to the waves which is the pride of the expert professional coiffurist. Used in conjunction with "HARLENE-Hair-Drill" preparations, it enables you to wave your own hair at home *at much less than one-quarter of the usual waving costs.* The price of the Waver is **2/6** and ladies who desire to have this splendid invention, in addition to their choice of three FREE Toilet Gifts, should enclose 2/10 altogether (*i.e.*, 2/6 for the Waver, and 4d. for Postage and Packing of the Free Gifts).

40th Anniversary GIFT COUPON.

To EDWARDS' HARLENE, LTD.,
20/26, Lamb's Conduit Street, London, W.C.1.

Dear Sirs,—I wish to avail myself of your 40th ANNIVERSARY GIFT OFFER. The Preparations I have chosen are:—

No..... No..... No.....

Also send me a FREE COPY of the "HARLENE" Hair-Drill Manual. I enclose 4d. stamps to cover cost of postage and packing.

NOTE TO READER.

Write your FULL name and address clearly on a plain piece of paper, pin this coupon to it, and post as directed above. (Mark envelope "Sample Dept.")

If You desire the NEW "HARLENE" HOME HAIR WAVER to be included simply ask for same on the sheet bearing your name and address and enclose extra postal order for 2/6—i.e., 2/10 in all—made payable to Edwards' Harlene, Ltd., and cross /& Co./.

John Bull. 11/6/27.

Printed and Published Weekly by the Proprietors, ODHAMS PRESS LTD., Long Acre, London, W.C.2, England. Registered at the G.P.O. as a Newspaper. Subscription rate 13s. per annum. Registered for transmission by Canadian Magazine Post. Agencies for the Colonies: Gordon & Gotch, Ltd., Australia and New Zealand. For South Africa: Central News Agency Ltd. Sole Agents for Canada: Imperial News Co., Ltd., 14, Bream's Buildings, London, E.C.4. Toronto, Montreal, Winnipeg and Vancouver. For America: International News Co., 131, Varick Street, New York, U.S.A. Also on sale at W. H. Smith & Son's Bookshops, at 78, Marune-sur-Mer, Brussels, and 248, Rue de Rivoli, Paris.